Exhibit 4

UNITED STATES DISTRICT COURT

SOUTHERN DISTRICT OF NEW YORK

HERMÈS INTERNATIONAL and HERMÈS OF PARIS, INC., Plaintiffs, v. MASON ROTHSCHILD, Defendant.	CASE NO. 1:22-cv-00384-JSR **EXPERT REPORT SUBMITTED BY DR. BRUCE ISAACSON MEASURING THE LIKELIHOOD OF CONFUSION BETWEEN METABIRKINS AND BIRKIN HANDBAGS**

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1. I have been retained by attorneys representing the Plaintiff in this matter, Hermès International and Hermès of Paris, Inc. ("Hermès"). This report provides the results of surveys I conducted measuring the likelihood of confusion between Birkin bags from Hermès and MetaBirkins NFTs, which are sold by the Defendant, Mason Rothschild.

2. The opinions expressed in this report are based on materials I reviewed, research I conducted, and my experience. All aspects of my surveys were designed and carried out by me personally or under my direct supervision. I reserve the right to supplement this report in light of ongoing discovery in this matter.

Overview of My Likelihood of Confusion Surveys

3. Hermès alleges that Mr. Rothschild "is stealing the goodwill in Hermès' famous intellectual property to create and sell his own collection of NFT products and run a business that promotes speculation in NFTs."[1] Mr. Rothschild sells digital products in the form of non-fungible tokens ("NFTs")[2] that he calls METABIRKINS, and that Hermès alleges include "nearly indistinguishable blurry images of BIRKIN handbags with minor differences in style and color."[3]

4. Hermès also asserts that the NFTs from Mr. Rothschild "simply rips off Hermès' famous BIRKIN trademark by adding the generic prefix 'meta' to the famous trademark BIRKIN,"[4] and that confusion is likely because the NFTs "point to images that reflect the distinctive design of the BIRKIN handbag."[5] Hermès alleges that Mr. Rothschild is trying to "create the same kind of

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[1] Amended Complaint, dated March 2, 2022, ¶ 11.

[2] NFTs are digital files whose ownership and/or transaction records are stored in a decentralized manner using a public ledger called the blockchain. On the blockchain, records of ownership are clear, even if the item is digital rather than tangible, so tokens like those Mr. Rothschild sells are "non-fungible"—that is, not interchangeable. Vanier, Rachel. "Blockchain explained to your grandparents." *Medium*, September 17, 2018, https://medium.com/station-f/blockchain-explained-to-your-grandparents-c7fe71a9a339, last accessed July 19, 2022. *See also* Amended Complaint, ¶ 4: "NFTs can be created to transfer ownership of any physical thing or digital media, including an actual handbag or the image of a handbag."

[3] Amended Complaint, ¶ 78.

[4] Amended Complaint, ¶ 2.

[5] Amended Complaint, ¶ 14.

illusion that [the BIRKIN handbag] has in real life as a digital commodity,"[6] swapping "'real life' rights for 'virtual rights',"[7] which will "ultimately preempt Hermès' ability to offer products and services in virtual marketplaces that are uniquely associated with Hermès and meet Hermès' quality standards."[8]

5. My surveys measured the likelihood of confusion, if any, between the MetaBirkins NFTs, sold by Mr. Rothschild, and Hermès, including the Birkin handbag. Specifically, my surveys measured the likelihood of confusion associated with the NFTs using elements related to Hermès' marks, including "the famous BIRKIN Mark and HERMÈS Mark," and the "mark for the BIRKIN handbag's distinctive design."[9]

6. As described in this report, I measured likelihood of confusion using the Eveready format, which is a well-accepted format for measuring likelihood of confusion.[10] For example, *McCarthy on Trademarks and Unfair Competition* refers to Eveready as a "now-standard survey format."[11] The Eveready format is commonly used, particularly with regard to well-known marks. In this matter, Hermès asserts that the name and likeness of its Birkin handbag is "famous"[12] and "iconic,"[13] and also that the "distinctive shape and notoriety of the BIRKIN handbag has been judicially recognized around the world."[14]

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[6] Amended Complaint, ¶ 77.

[7] Amended Complaint, ¶ 4.

[8] Amended Complaint, ¶ 15.

[9] Amended Complaint, ¶ 55.

[10] Swann, Jerre B. "Likelihood of Confusion." *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, edited by Shari Seidman Diamond and Jerre B. Swann, ABA Publishing, 2012, pp. 62-64.

[11] McCarthy, J. Thomas. §32:174 "Survey Formats—Eveready confusion format." *McCarthy on Trademarks and Unfair Competition*, 4th ed., Thomson Reuters, 2009, p. 1.

[12] Amended Complaint, ¶¶ 2, 8, 9, 11, 14, 27, 33, 55, 73, 76, 94, 99, 176.

[13] Amended Complaint, ¶ 36.

[14] Amended Complaint, ¶ 53.

7. My surveys measured likelihood of confusion relative to the MetaBirkins webpage, which is located at www.metabirkins.com. This webpage advertises MetaBirkins NFTs, shows pictures and text relating to the NFTs, and provides links to online marketplaces where consumers can purchase the NFTs.[15] My surveys showed this webpage to respondents and then asked questions to measure the likelihood of confusion with Hermès and Birkin handbags.

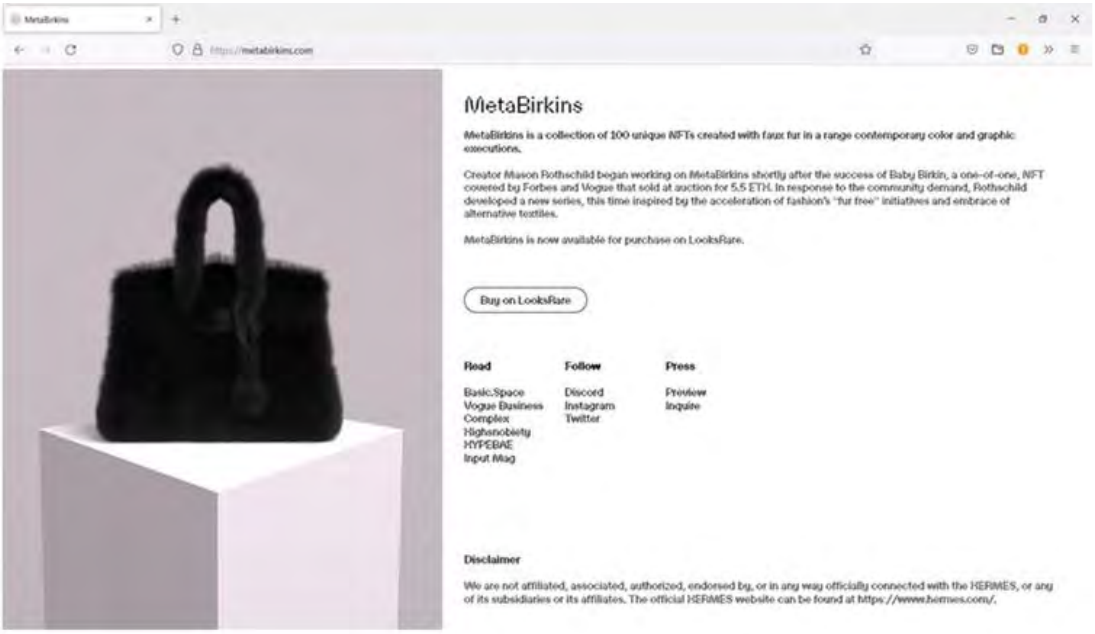
8. The surveys measured two versions of the MetaBirkins webpage. The "test version" measured the MetaBirkins webpage as consumers would encounter this page in the real world. Figure 1 below shows the test webpage, which prominently displays images of 17 MetaBirkins handbags and also describes the MetaBirkins NFTs.

9. The surveys measured the webpage in a desktop format, which showed the webpage as a consumer would see it on a device such as a desktop or laptop computer, and a mobile version, which showed the webpage as a consumer would see it on a device such as a cell phone.

10. Figure 1 shows the desktop format of the MetaBirkins webpage. In this format, when a user scrolls over a MetaBirkins handbag, words appear superimposed over the handbag in a manner that reads "NOT YOUR MOTHER'S BIRKIN" across each row of handbags. My surveys replicated this feature. Figure 2 shows MetaBirkins handbags from the webpage, with and without these words superimposed over the handbags. Exhibit 2 shows the test webpage and test handbags displayed in the surveys, in both desktop and mobile versions.

[15] Amended Complaint, ¶¶ 6, 18, 24.

Figure 1:
Test Version of the MetaBirkins Webpage Measured in the Confusion Surveys (1 of 2)[16]



[16] Due to space constraints, the MetaBirkins webpage is reproduced across multiple pages of this report. In the actual surveys, consumers saw the webpage as a single image, in a size and format similar to what they would encounter in the real world.

Figure 1:
Test Version of the MetaBirkins Webpage Measured in the Confusion Surveys (2 of 2)

Figure 2:
Examples of Test Versions of MetaBirkins Handbags
With and Without Superimposed Words (1 of 2)

Handbag Without Words

Handbag With Words

Figure 2:
Examples of Test Versions of MetaBirkins Handbags
With and Without Superimposed Words (2 of 2)

Handbag Without Words	Handbag With Words

11. My surveys also measured an altered or "control" version of the MetaBirkins webpage. The measures from any survey can be affected by variables other than those the survey is intended to measure. For example, survey measures may be affected by pre-existing attitudes among respondents, by respondents who are hurried or inattentive, or by other types of "general background noise."[17] A control provides a means to adjust the survey measures for the effect of such extraneous influences and to isolate the effect associated with certain elements,[18] which here are the elements of Mr. Rothschild's webpage and NFTs to which Hermès objects.

12. The control version of the webpage measured in my surveys is similar to the test webpage, but the control alters elements on the MetaBirkins webpage that Hermès claims are likely to cause confusion with Hermès and/or the Birkin handbag. Specifically, the control webpage alters the following elements:

i. Names: For the control, the word "Birkin" was changed to "Handbag" everywhere it occurred. For example, "NOT YOUR MOTHER'S BIRKIN" on the test reads "NOT YOUR MOTHER'S HANDBAG" on the control. Similarly, "MetaBirkins" was changed to "MetaHandbags." Also, on the control, "Hermès" was changed to a fictitious control name, "Darcy."

ii. Shape of the Handbag: For the control, the shape of the handbags was changed to a shape that is more square, with less tapered sides and a flatter top.

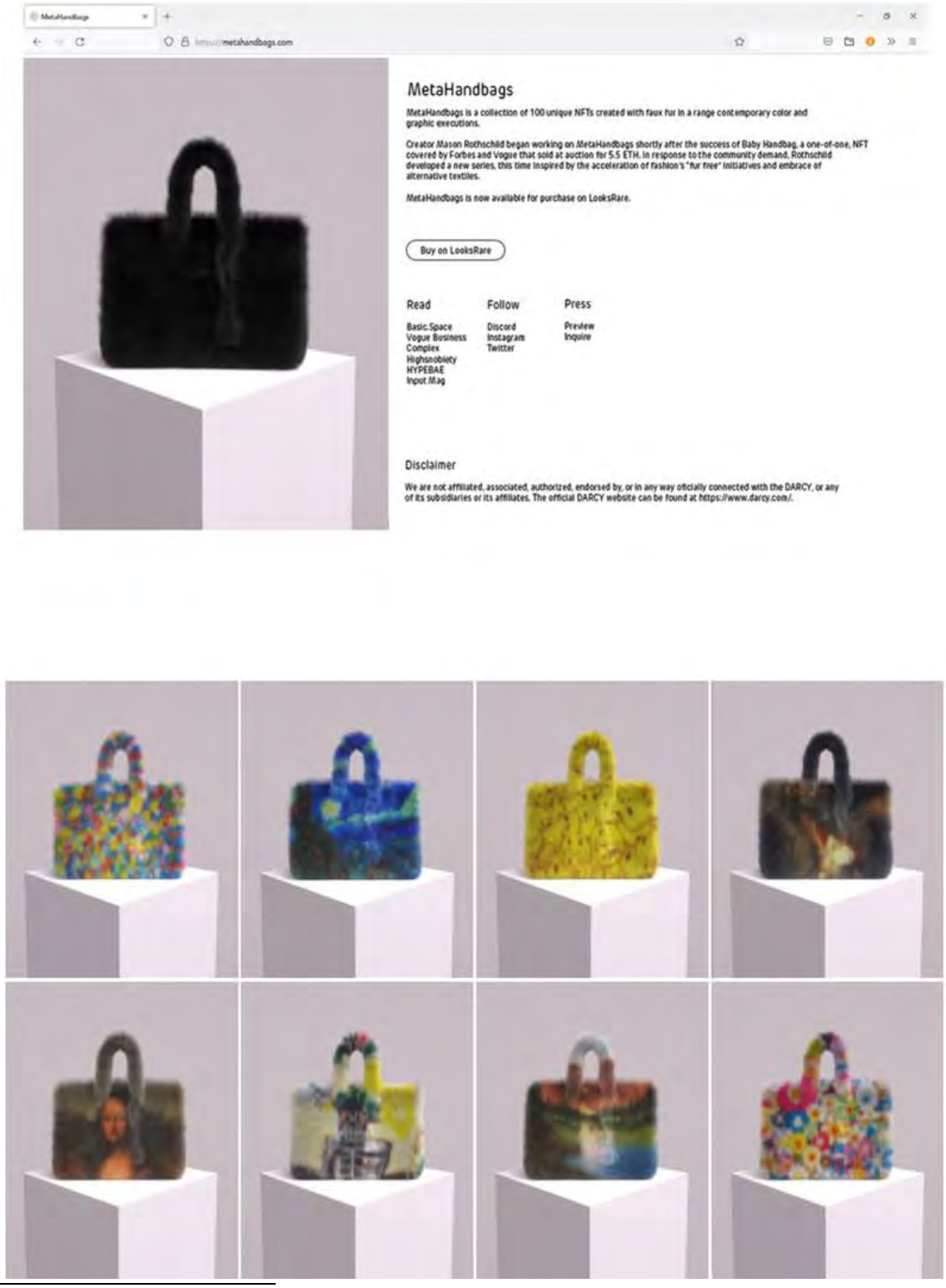
iii. Features on the Handbag: The control removed the padlock on the front of each handbag. Also, where vertical metallic lines were visible on the test handbags, the control handbags removed those lines from the front of the handbags.

[17] McCarthy, J. Thomas. § 32:187 "The need for a survey control." *McCarthy on Trademarks and Unfair Competition,* 5th ed., Thomson Reuters, 2021, p. 32-552.

[18] Diamond, Shari Seidman. "Reference Guide on Survey Research." *Reference Manual on Scientific Evidence,* 3rd ed., National Academies Press, 2011, p. 398.

13. Figure 3 below shows the control version of the MetaBirkins webpage measured in my surveys, in desktop format. In this format, when a user scrolls over a MetaHandbags handbag, words appear superimposed over the handbag in a manner that reads "NOT YOUR MOTHER'S HANDBAG" across each row of handbags. My control replicated this feature. Figure 4 shows MetaHandbags handbags from the control webpage, with and without these words superimposed over the handbags. Exhibit 2 shows the control webpage and control handbags displayed in the surveys, in both desktop and mobile versions.

Figure 3:
Control Version of the MetaBirkins Webpage Measured in the Confusion Surveys (1 of 2)[19]



[19] Due to space constraints, the control webpage is reproduced across multiple pages of this report. In the actual survey, consumers saw the webpage as a single image, in a size and format similar to what they would encounter in the real world.

Figure 3:
Control Version of the MetaBirkins Webpage Measured in the Confusion Surveys (2 of 2)

Figure 4:
Examples of Control Versions of MetaBirkins Handbags
With and Without Superimposed Words (1 of 2)

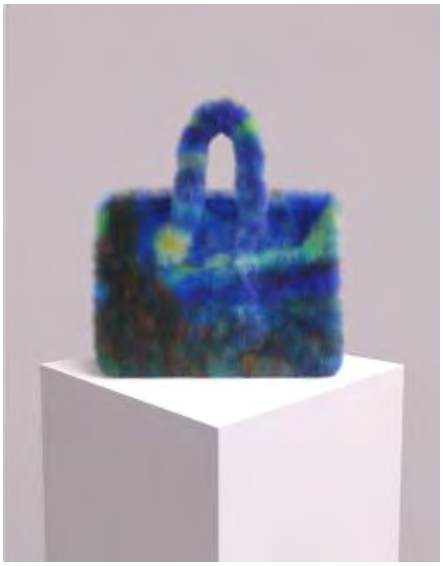
Handbag Without Words	Handbag With Words
	

Figure 4:
Examples of Control Versions of MetaBirkins Handbags
With and Without Superimposed Words (2 of 2)

Handbag Without Words	Handbag With Words

14. My surveys were conducted online. As described later in this report, I conducted two surveys, involving interviews among two different audiences.

15. The confusion survey conducted among NFT purchasers reflects 201 interviews with respondents 18 years or older who, among other qualification criteria, answered that they are likely to purchase an NFT for either digital artwork or fashion apparel or accessories in the next 12 months, and would be willing to spend $2,500 or more on that NFT.

16. The confusion survey conducted among handbag purchasers reflects 164 interviews with respondents 18 years or older who, among other qualification criteria, answered that they are likely to purchase a handbag in the next 12 months, and would be willing to spend $10,000 or more on that handbag. As described later in this report, the opinions that I express in this report are based on the survey I conducted among NFT purchasers.[20]

17. After qualification, respondents in both surveys were randomly assigned to see either the test webpage or the control webpage, but not both webpages. After seeing their assigned webpage, respondents answered questions that measured whether they believed that the items shown on the webpage were made or provided by, or sponsored, authorized, or approved by Hermès or Birkin. As is typical for Eveready surveys, respondents in my surveys were never shown any item from Hermès. They were counted as confused only if, in response to the test or control version of the MetaBirkins webpage they were shown, they mentioned Hermès or Birkin in response to any of the questions that measured confusion. Providing such a response would require that they make a connection in their mind between the MetaBirkins webpage they were shown and Hermès or Birkin.[21]

18. The following survey questions measured the likelihood of confusion:

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[20] This report and the Exhibits to this report discuss both surveys, and provide analysis of the data from both surveys. My opinions are based only on the survey conducted among purchasers of NFTs, because that audience corresponds to the commonly accepted audience for a survey measuring forward likelihood of confusion. *See* Swann, Jerre B. "Likelihood of Confusion." *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, edited by Shari Seidman Diamond and Jerre B. Swann, ABA Publishing, 2012, p. 63.

[21] Swann, Jerre B. "Likelihood of Confusion." *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, edited by Shari Seidman Diamond and Jerre B. Swann, ABA Publishing, 2012, p. 53.

i. Question 1 asked, "What company, companies, person, or people do you think makes or provides the items shown on the webpage?"

ii. Question 3 asked, "Are you aware of any other brands or products made or provided by whoever makes or provides the items shown on the webpage?" For those answering yes, Question 4 asked, "What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage?"

iii. Question 6 asked respondents whether they think that whoever makes or provides the items shown on the webpage they viewed is or is not sponsored, authorized, or approved by another company, person or brand. For those who answered in the affirmative, Question 7 asked, "What other company, person, or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage?"

19. Questions, 2, 5, and 8 asked respondents to explain their answers, asking, "What makes you think that? Please be as specific as possible."

20. For the confusion survey conducted among NFT purchasers, the database includes 201 interviews, with 97 interviews involving test items and 104 involving control items. Across Questions 1, 4, and 7, which measured confusion as to source and confusion as to sponsorship, authorization, or approval, 21 respondents (21.6%) shown the test version of the webpage provided a response that referred to either Hermès or Birkin. Three respondents (2.9%) shown the control webpage provided a response that referred to either Hermès or Birkin.

21. The net percentage, which is calculated as the test measure minus the control measure, is 18.7%, which is calculated as 21.6% minus 2.9%.

22. In my experience, the measures from the survey conducted among NFT purchasers would typically be viewed as indicating a substantial likelihood of confusion between the MetaBirkins webpage and Hermès or Birkin.

23. After providing background information, I will discuss both surveys in more detail.

My Qualifications

24. I am the President of MMR Strategy Group ("MMR"), a marketing research and consulting firm, and am experienced in research, surveys, and marketing. During my career, I have designed, conducted, and analyzed many hundreds of research studies, including many surveys for matters involving intellectual property and false advertising litigation. I have provided testimony, by written report and/or deposition, regarding surveys that I or others conducted in approximately 100 matters.

25. I have testified about surveys in matters before the National Advertising Division of the Better Business Bureau, federal courts, state courts, the Trademark Trial and Appeal Board (TTAB), the U.S. International Trade Commission, the U.S. Court of Federal Claims, and other venues and authorities. Also, I have been retained in at least 22 matters by government agencies, including the U.S. Federal Trade Commission, the U.S. Department of Justice, and the U.S. Patent and Trademark Office.

26. For more than 46 years, MMR Strategy Group has provided marketing research and consulting, consisting primarily of the design, execution, and analysis of thousands of surveys, as well as expertise related to marketing and strategy. I have been President of MMR for more than 16 years. During that time, I have provided marketing research and consulting for such well-known organizations as Farmers Insurance Group, Allstate Insurance, Goodyear Tire & Rubber Company, Nestlé USA, Inc., RE/MAX, Kaplan Test Prep, and other organizations.

27. I have provided these and other companies with advice on topics such as marketing products and services, managing and growing brands, sizing and segmenting markets, measuring and improving customer experiences, identifying and analyzing new markets, evaluating and launching new products, satisfying and retaining customers, pricing products and services, and other topics relating to marketing, consumer behavior, and strategy.

28. I received a Bachelor of Science degree in engineering from the Technological Institute at Northwestern University in 1985, and Master of Business Administration and Doctor of Business Administration degrees from the Harvard Graduate School of Business Administration in 1991 and 1995, respectively. At Harvard, I received my MBA with highest

distinction as a Baker Scholar and was a Dean's Doctoral Fellow, writing publications on marketing and strategy, including best-selling teaching materials. I have won awards for research I conducted from institutions including The Institute for the Study of Business Markets at Penn State University and Harvard University. My education included masters-level and doctoral-level coursework in marketing, research design, statistics, buyer behavior, strategy, and other topics.

29. I have taught marketing and strategy for executive groups and executive MBA programs. Since 1994, I have been on the editorial board of the *Journal of Business-to-Business Marketing*, which publishes peer-reviewed research on business marketing. Since 2010, I have been a member of *The Trademark Reporter* Committee of the International Trademark Association; TMR publishes peer-reviewed research on trademarks. I am also a member of the American Marketing Association and the Insights Association (a merger of the former Marketing Research Association and the former Council of American Survey Research Organizations). My firm is a member of the International Trademark Association.

30. I regularly consult with clients regarding marketing, research, and strategy, and also address conferences and groups on these issues. My public speaking includes addressing law firms and bar associations on the use of surveys in litigation, and related topics. For example:

i. I am co-author of an article that discusses how to measure likelihood of confusion and was published in the May-June 2021 edition of *The Trademark Reporter,* a peer-reviewed journal that publishes research on trademarks.

ii. In March of 2020, I was a speaker at a seminar held at a law firm to discuss the use of consumer perception surveys in litigation matters.

iii. In May of 2018, at the annual conference of the International Trademark Association, I was a speaker on a panel discussing, among other topics, conducting surveys to support claims on packaging and advertising for litigation matters.

iv. In 2018, 2016, 2013, and 2010, I led roundtable discussions on litigation surveys at the annual conference of the International Trademark Association.

v. In October of 2015, I was co-presenter for a Continuing Legal Education seminar on litigation surveys sponsored by the Bar Association of San Francisco.

vi. In March of 2015, I presented to the U.S. Department of Justice, Civil Division, Commercial Litigation Branch on the topic of using surveys to measure attitudes and behaviors.

vii. In October of 2013, I was a speaker at the Corporate Researchers Conference hosted by the Marketing Research Association.

31. In terms of professional experience, I have been a marketing and strategy consultant at The Boston Consulting Group, a global consulting firm; Senior Vice President at a publicly traded data processing company that is now a division of Intuit; Division President at a media-services company that is now a division of News Corporation; and Vice President responsible for marketing and strategy at a financial services company. I also served as the West Coast Practice Leader of an executive-education practice at a strategy-consulting firm, where I developed and taught educational programs for marketing and strategy.

32. I have authored or co-authored more than 18 publications on the subjects of marketing, surveys, and business strategy, for publications including *The Trademark Reporter*; the *Intellectual Property Law Newsletter* of the American Bar Association's Section of Intellectual Property Law; *Intellectual Property Today*; *Intellectual Property Magazine*; *Quirk's Marketing Research Review*; and others. My publications have included book chapters as well as teaching materials on marketing, consumer behavior, and other topics published by Harvard Business Publishing and used for business school curricula.

33. Exhibit 1 shows my curriculum vitae and testimony experience, including but not limited to matters in which I have testified as an expert during the previous four years.

Materials Reviewed and Compensation

34. For purposes of this report, I have gathered and/or reviewed a wide variety of materials, including the following:

i. The Complaint, dated January 14, 2022, and Amended Complaint, dated March 2, 2022, as well as related Exhibits.

ii. A Memorandum Order from the Court, dated May 18, 2022.

iii. Data on the demographics of Hermès buyers, provided by counsel.

iv. Visits to websites for MetaBirkins, at https://metabirkins.com, and Hermès, at www.hermes.com.

v. Visits to digital marketplaces where NFTs are sold, including OpenSea at https://opensea.io, LooksRare at https://looksrare.org, and Rarible at https://rarible.com.

vi. Review of other materials that discuss MetaBirkins, including an article[22] and a music video.[23] Also, other materials that discuss NFTs and cryptocurrencies, including a discussion held June 27, 2022 with Professor Scott Duke Kominers, Professor of Business Administration at Harvard Business School and other materials.[24].

35. In addition, I consulted published literature, cases, and popular or industry press articles relevant to the issues and theories in this matter, the most relevant of which are cited in this report. I also rely on my knowledge in fields such as surveys, consumer behavior, and marketing.

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[22] Northman, Tora. "The MetaBirkin vs. Hermès Saga Continues." *High Snobiety*, February 10, 2022, https://www.highsnobiety.com/p/hermes-metabirkin-nft/, last accessed August 1, 2022.

[23] "MetaBirkin." *YouTube*, uploaded by DeeHouse MF - Topic, December 5, 2021, https://www.youtube.com/watch?v=HwktgfEKakI, last accessed July 19, 2022.

[24] For example, Goldman, Matt, "Non-Fungible Tokens: Copyright Implications in the Wild West of Blockchain Technology" (2021). AELJ Blog. 281. https://larc.cardozo.yu.edu/aelj-blog/281. *See also* Musiala, et al. "Introduction to Non-Fungible Tokens-Part 1." July 22, 2022, https://www.bakerlaw.com/webfiles/Privacy/2022/1-Introduction-to-Non-Fungible-Tokens.pdf, last accessed August 4, 2022.

36. For all activities and research described in this report, my firm billed $130,000. After this report, my time is billed at $900 per hour, with a daily rate of $7,000 per day for testimony at trial or deposition. My compensation is not dependent on the outcome of this matter.

37. The next section describes the methodology for my survey of NFT purchasers.

Methodology for the Survey of NFT Purchasers

38. Exhibit 6 shows the questions used to qualify prospective NFT purchasers for this survey, as well as the questions that measured confusion in these interviews.[25]

39. For this survey, the demographic distribution of the survey database across gender, age, and geography reflects likely purchasers of NFTs for digital artwork, fashion apparel, or fashion accessories. These questions qualified prospective respondents for this survey:

i. Gender: Question A asked respondents their gender. The database of respondents is 65.2% male, and 34.8% female.

ii. Age: Question B asked respondents their age. The survey database reflects three age groups, including 18 to 34 years old (47.8% of respondents), 35 to 54 years old (47.8%), and 55 years old or older (4.5%).

iii. Geography: Question C asked respondents for the ZIP code of their home address. The database reflects the four regions of the U.S., including Midwest (18.9% of respondents), Northeast (16.9%), South (43.8%), and West (20.4%).[26]

iv. Future purchase of a fashion or artwork NFT: Question D asked respondents whether they were likely to purchase certain items in the next 12 months, including a non-fungible token/NFT, a virtual private network (VPN) subscription, a virtual reality headset, and a website domain name (URL). Among those who answered that they were likely to purchase an NFT, Question

[25] Exhibit 6 contains programming instructions that were not visible to respondents.

[26] These regions are established by the US Census Bureau. "Census Regions and Divisions of the United States." *U.S. Census Bureau*, U.S. Department of Commerce, https://www2.census.gov/geo/pdfs/maps-data/maps/reference/us_regdiv.pdf, last accessed August 1, 2022.

E asked whether they were likely to purchase certain types of NFTs. Respondents qualified on Question E if they answered that they were likely to purchase "An NFT for digital artwork" and/or "An NFT for fashion apparel or fashion accessories."

v. Amount willing to spend to purchase an NFT: Question F asked respondents which price range reflected the most they would be willing to spend to purchase an NFT. Respondents qualified if they selected "$2,500 - $4,999" or "$5,000 or more."

vi. Payment method for online purchase: Question G asked respondents which payment method they would consider using for an online purchase. Respondents qualified if they answered cryptocurrency and/or credit card.

40. Prospective respondents also were screened on other criteria, such as not working for certain types of companies where they could have gained unusual knowledge,[27] not participating in any other surveys about NFTs in the past month, and taking the survey on a desktop computer, laptop computer, tablet, or smartphone.

41. After qualifying for the survey, NFT purchasers were instructed as follows:

> As a reminder, if you need eyeglasses or contact lenses to see the screen clearly, please put them on now.
>
> Below is a webpage that you may or may not have seen before. Please look at the webpage as you typically would if you came across this page online.
>
> Because this is a picture of a webpage, the links in the picture are not active.
>
> You may need to scroll to see all of the webpage.
>
> When you are ready to proceed, click or tap the "Next" button, which will appear below the webpage after a brief pause.

[27] The types of companies included an advertising or public relations agency, a marketing research agency, and a company that creates or mints NFTs.

42. This survey next displayed either the test or control version of the MetaBirkins webpage. After viewing the webpage, respondents were asked whether they could see the webpage clearly. Respondents who answered that they could were then instructed as follows:

> Now you will be asked a few questions about the webpage you just viewed. The webpage will appear below each question if you would like to view it again.
>
> As before, please do not guess. If you do not know the answer to a question or do not have an opinion, please indicate that you do not know.

43. Next, the survey among NFT purchasers asked questions to measure confusion, starting with confusion as to source. Question 1 asked, "What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select 'I don't know.'" Question 2 asked, "What makes you think that? Please be as specific as possible. If you don't know, please select 'I don't know.'" Both Question 1 and Question 2 were open-ended, with respondents answering in their own words or checking a box labeled "I don't know."

44. Question 3 asked, "Are you aware of any other brands or products made or provided by whoever makes or provides the items shown on the webpage? Please answer yes, no, or you don't know."[28] Respondents who answered affirmatively were asked Questions 4 and 5. Question 4 asked, "What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select 'I don't know.'" Question 5 asked, "What makes you think that? Please be as specific as possible. If you don't know, please select 'I don't know.'" Questions 4 and 5 were open-ended questions.

45. The next three questions measured confusion as to sponsorship, authorization, or approval. Question 6 asked, "Do you think that whoever makes or provides the items shown on the webpage…" The response options included:

[28] The order of "yes" and "no" in Question 3 and its answer options was rotated randomly.

- "Is sponsored, authorized, or approved by another company, person, or brand"
- "Is not sponsored, authorized, or approved by another company, person, or brand"
- "I don't know"

46. Respondents who chose "Is sponsored…" were asked Question 7 and Question 8. Question 7 asked, "What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select 'I don't know.'" Question 8 asked, "What makes you think that? Please be as specific as possible. If you don't know, please select 'I don't know.'" Question 7 and Question 8 were open-ended questions.

47. The survey of NFT purchasers was conducted online in a self-administered manner, meaning that respondents entered their own answers to questions, without any human interviewer. The survey was programmed by Simple Opinions, a provider of services to marketing research companies.[29]

48. Prospective respondents for the survey were recruited through an online panel from Prodege, a leading marketing research sample provider that operates panels with more than 60 million panelists globally. Prodege uses a variety of quality control processes relating to panelists and responses.[30] Exhibit 3 provides additional information on the recruiting methods for the survey, including additional description of the panel from Prodege.

49. Respondents invited to participate in either the NFT survey or the handbag survey could not participate in the other survey.

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[29] Information about Simple Opinions is available at https://www.simpleopinions.com/. The staff at Simple Opinions has decades of experience at marketing research companies that include J.D. Power and Associates, Nielsen Entertainment, and others. I and other staff at MMR checked the survey program extensively to confirm that it matched the questionnaire and programming instructions provided to Simple Opinions. Staff at Simple Opinions were never aware of the sponsor or purpose of the survey.

[30] Online panels are used frequently for surveys conducted in both litigation and commercial contexts. Panel companies such as the one used for this survey operate professionally managed panels, with databases of people who have indicated their willingness to take surveys from time to time. For example, Prodege uses quality control measures that include double opt-in registration, digital fingerprinting, physical address verification, device verification, CAPTCHA software, and third-party validation methods.

50. Exhibit 4 describes the quality control measures that were used during and after data gathering, including procedures to validate respondents.

51. The survey among NFT purchasers was conducted from July 8 to July 13, 2022, resulting in a database of 221 completed interviews. Of these, 20 respondents (9.0%) were removed during quality control or validation, leaving 201 NFT purchasers in the final database. This database is of more than sufficient size to be reliable.[31]

52. Exhibit 7 provides a summary indicating how many prospective respondents were screened out or removed from this survey, including the reasons for termination.

53. The next section describes my findings from this survey.

Findings From the Survey of NFT Purchasers

54. Respondents answered the questions that measured confusion in their own words. To analyze the data from these questions, I assigned codes to each verbatim response that reflected the themes that were indicated by the response.[32] Exhibit 5 lists these codes.

55. I coded a response as referring to Hermès or Birkin if it mentioned Hermès, Birkin handbags, or any name or product that likely referred to Hermès or Birkin handbags, in any spelling. I counted these responses as confused, because they mentioned Hermès or Birkin when shown the MetaBirkins webpage. I coded responses as referring to MetaBirkins or Mr. Rothschild if they referred to MetaBirkins or Mason Rothschild, in any spelling.

[31] For surveys such as this one, statistics can provide general indicators of reliability. (*See* Diamond, Shari Seidman. "Reference Guide on Survey Research." *Reference Manual on Scientific Evidence*, 3rd ed., National Academies Press, 2011, pp. 382-383.) (The margin of error at the 95% level of confidence is approximately (SE × 1.96), where SE refers to the survey's standard error.) See also Moore, David S., et al. "Chapter 8: Inference for Proportions." Introduction to the Practice of Statistics, 6th ed., W.H. Freeman and Company, 2009, pp. 487–524.) For example, the survey's test measure of 21.6%, at a sample size of 97 respondents, has a margin of error of approximately +/- 8.2%.

[32] For the survey, MMR staff working at my direction assisted with coding. I have personally reviewed or assigned every code for every survey response from the survey.

56. Exhibit 8 provides cross tabulation tables, which show an analysis of all questions asked of NFT purchasers. Exhibit 12 shows all responses from all NFT purchasers, including a data map indicating which responses correspond to each variable in the database.

57. This section summarizes key results from the survey conducted among NFT purchasers, including results for confusion as to source (Questions 1 and 4) and for confusion as to sponsorship, authorization, or approval (Question 7).

58. Question 1 asked respondents who they think makes or provides the items on the webpage they were shown. Table A summarizes the results from Question 1.

Table A:
Survey of NFT Purchasers,
Summary of Results From Question 1

Q.1 Who do you think makes or provides the items shown on the webpage?	**Test Webpage**	**Control Webpage**
Sample size	97	104
Hermès or Birkin	17.5%	1.9%
MetaBirkins or Rothschild	51.5%	17.3%
Another clothing company, media company, or retailer[33]	13.4%	10.6%
Another technology company[34]	12.4%	23.1%
MetaHandbags[35]	0.0%	23.1%
Other	8.2%	14.4%
I don't know	10.3%	16.3%

[33] Includes responses that referenced another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others.

[34] Includes responses that referenced another technology company, such as Facebook, Meta, Microsoft, or others.

[35] Among other changes, the control changed "MetaBirkins" to "MetaHandbags."

59. Table A shows that in response to Question 1, 17.5% of NFT purchasers shown the test version of the MetaBirkins webpage provided a response that reflected Hermès and/or Birkin, compared with 1.9% among those shown the control version. Table A also shows that 51.5% of NFT purchasers shown the test webpage, and 17.3% of NFT purchasers shown the control webpage, mentioned MetaBirkins or Rothschild. The table shows that these respondents also mentioned clothing companies, media companies, retailers, and technology companies in response to Question 1.

60. Examples of verbatim responses that reflect Hermès and/or Birkin from NFT purchasers shown the test webpage include the following:

i. ID #2: "Birkins is the company that makes these NFT"

ii. ID #14: "looksrare and hermes"

iii. ID #18: "Based on descriptions disclaimer it's Hermès Birkin bags, or MetaBirkins"

iv. ID #71: "birkins"

v. ID #83: "The company is Birkin, you can see the brand clearly"

vi. ID #141: "Birkin"

vii. ID #169: "MetaBirkin, Hermes, Forbes, Vogue"

viii. ID # 209: "HERMES.COM"

61. Question 2 asked, "What makes you think that?" Table B below shows the results from Question 2.

Table B:
Survey of NFT Purchasers,
Summary of Results From Question 2

Q.2 What makes you think that?	Test Webpage	Control Webpage
Sample size	97	104
The look or appearance[36]	11.3%	8.7%
Personal experience or general knowledge[37]	11.3%	8.7%
It says so[38]	46.4%	43.3%
Other	19.6%	18.3%
I don't know	4.1%	7.7%

62. Table B shows that the theme most commonly reflected by responses to Question 2 was "It says so," which was mentioned by 46.4% of NFT purchasers shown the test webpage and 43.3% of those shown the control webpage.

63. Examples of Question 2 responses reflecting this theme from NFT purchasers shown the test version of the MetaBirkins webpage include the following:

i. ID #8: "Ive read the description"

ii. ID #35: "because they mention it at the beginning of the catalog"

iii. ID #58: "I read this"

iv. ID #71: "because of the name birkins"

v. ID #73: "It's at the top of the page"

64. Table B also shows that verbatim responses from 11.3% of those shown the test webpage and 8.7% of those shown the control webpage reflected the theme of personal experience or general knowledge. Examples of Question 2 responses from NFT purchasers shown the test webpage that reflect this theme include the following:

[36] Includes responses that referenced the look, the appearance, colors, or style of the handbags on the webpage.

[37] Includes responses that referenced seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter.

[38] Includes responses that referenced reading the information on the webpage.

i. ID #15: "Hermes bags are known or famous for their Birkin bags"

ii. ID #45: "I have heard this from Yahoo finance news."

iii. ID #101: "Because I have a little background knowledge about the Burlington bag"

iv. ID #115: "BECAUSE HAVE SIMILAR PRODUCT"

v. ID #202: "I see a lot of purse and I know what Birkins are."

65. Next, Question 3 asked NFT purchasers whether they are aware of any other brands or products made or provided by whoever makes or provides the items shown on the webpage. Table C below summarizes the results for Question 3.

Table C:
Survey of NFT Purchasers,
Summary of Results From Question 3

Q.3 Are you aware of any other brands or products made or provided by whoever makes or provides the items shown on the webpage?	**Test Webpage**	**Control Webpage**
Sample size	97	104
Yes, I am aware of other brands or products made or provided by whoever makes or provides these items	51.5%	46.2%
No, I am not aware of other brands or products made or provided by whoever makes or provides these items	41.2%	50.0%
I don't know	7.2%	3.8%

66. As shown in Table C, 51.5% of NFT purchasers shown the test webpage, and 46.2% of those shown the control webpage, answered affirmatively to Question 3.

67. Question 4 asked respondents who answered yes to Question 3 what other brands or products they think are made or provided by whoever makes or provides the items shown on the webpage. Table D below summarizes the results from Question 4. The results are provided on an unduplicated basis, meaning that NFT purchasers who mentioned a theme in response to Question 1 are not counted again in the results for the same theme in Question 4.

Table D:
Survey of NFT Purchasers,
Summary of Results From Question 4 (Unduplicated)[39]

Q.4 What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage?	Test Webpage	Control Webpage
Sample size	97	104
Hermès or Birkin	**4.1%**	**1.0%**
MetaBirkins or Rothschild	4.1%	1.9%
Another clothing company, media company, or retailer[40]	3.1%	1.0%
Another technology company[41]	4.1%	5.8%
MetaHandbags[42]	0.0%	1.0%
Other	8.2%	17.3%
I don't know	8.2%	5.8%

68. As shown in Table D, an additional 4.1% of NFT purchasers shown the test version of the webpage provided a response that mentioned Hermès and/or Birkin, compared with an additional 1.0% of those shown the control version. Among those shown the test webpage, an additional 4.1% provided a response reflecting MetaBirkins or Rothschild, compared to an additional 1.9% of those shown the control webpage.

69. Question 5 asked, "What makes you think that?" Table E below shows the results from Question 5. The results are provided on an unduplicated basis, meaning that NFT purchasers who mentioned a theme in response to Question 2 are not counted again in the results for the same theme in Question 5.

[39] This table reflects respondents who did not mention the same theme in response to Question 1.

[40] Includes responses that referenced another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others.

[41] Includes responses that referenced another technology company, such as Facebook, Meta, Microsoft, or others.

[42] Among other changes, the control changed "MetaBirkins" to "MetaHandbags."

Table E:
Survey of NFT Purchasers,
Summary of Results From Question 5 (Unduplicated)[43]

Q.5 What makes you think that?	Test Webpage	Control Webpage
Sample size	97	104
The look or appearance[44]	6.2%	1.9%
Personal experience or general knowledge[45]	6.2%	6.7%
It says so[46]	0.0%	2.9%
Other	3.1%	4.8%
I don't know	8.2%	1.9%

70. Table E shows that an additional 6.2% of NFT purchasers shown the test webpage provided a response that reflected personal experience or general knowledge, compared with an additional 6.7% of those shown the control webpage.

71. The next series of questions measured confusion as to sponsorship, authorization, or approval. Question 6 asked NFT purchasers whether they think that whoever makes or provides the items shown on the webpage is sponsored, authorized, or approved by another company, person, or brand. Table F below summarizes the results from Question 6.

[43] This table reflects respondents who did not mention the same theme in response to Question 2.

[44] Includes responses that referenced the look, the appearance, colors, or style of the handbags on the webpage.

[45] Includes responses that referenced seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter.

[46] Includes responses that referenced reading the information on the webpage.

Table F:
Survey of NFT Purchasers,
Summary of Results From Question 6

Q.6 Do you think that whoever makes or provides the items shown on the webpage…?	Test Webpage	Control Webpage
Sample size	97	104
Is sponsored, authorized, or approved by another company, person or brand	60.8%	56.7%
Is not sponsored, authorized, or approved by another company, person or brand	25.8%	30.8%
I don't know	13.4%	12.5%

72. As shown in Table F, 60.8% of NFT purchasers shown the test webpage answered affirmatively to Question 6, compared with 56.7% of those shown the control webpage.

73. Question 7 asked respondents who answered affirmatively to Question 6 what company, person, or brand they believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage. Table G below summarizes the results on an unduplicated basis, meaning that respondents who mentioned a theme in response to Questions 1 or 4 are not counted again for the same theme in Question 7.

Table G:
Survey of NFT Purchasers,
Summary of Results From Question 7 (Unduplicated)[47]

Q.7 What other company, person, or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage?	**Test Webpage**	**Control Webpage**
Sample size	97	104
Hermès or Birkin	**0.0%**	**0.0%**
MetaBirkins or Rothschild	1.0%	2.9%
Another clothing company, media company, or retailer[48]	3.1%	5.8%
Another technology company[49]	6.2%	9.6%
MetaHandbags[50]	0.0%	2.9%
Other	6.2%	5.8%
I don't know	17.5%	9.6%

74. As shown in Table G, no (0.0%) additional NFT purchasers shown the test or control webpages provided a response to Question 7 that reflected Hermès and/or Birkin. Table G also shows that an additional 1.0% of respondents shown the test webpage provided a response that reflected MetaBirkins or Rothschild, compared with an additional 2.9% of those shown the control webpage.

75. Table H below shows the results from Question 8, which asked, "What makes you think that?" Table H below summarizes the results on an unduplicated basis, meaning that respondents who mentioned a theme in response to Questions 2 or 5 are not counted again for the same theme in Question 8.

[47] This table reflects respondents who did not mention the same theme in response to Questions 1 or 4.

[48] Includes responses that referenced another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others.

[49] Includes responses that referenced another technology company, such as Facebook, Meta, Microsoft, or others.

[50] Among other changes, the control changed "MetaBirkins" to "MetaHandbags."

Table H:
Survey of NFT Purchasers,
Summary of Results From Question 8 (Unduplicated)[51]

Q.8 What makes you think that?	Test Webpage	Control Webpage
Sample size	97	104
The look or appearance[52]	0.0%	0.0%
Personal experience or general knowledge[53]	2.1%	2.9%
It says so[54]	3.1%	5.8%
Other	2.1%	5.8%
I don't know	4.1%	3.8%

76. Table H shows that an additional 3.1% of NFT purchasers shown the test webpage provided a response reflecting "It says so," compared with an additional 5.8% of those shown the control version of the webpage.

77. Table I summarizes this survey's confusion measures across Questions 1, 4, and 7, providing the percentage of NFT purchasers who provided responses to any of these questions that mentioned Hermès and/or Birkin.

[51] This table reflects respondents who did not mention the same theme in response to Questions 2 or 5.

[52] Includes responses that referenced the look, the appearance, colors, or style of the handbags on the webpage.

[53] Includes responses that referenced seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter.

[54] Includes responses that referenced reading the information on the webpage.

Table I:
Survey of NFT Purchasers,
Summary of Confusion Measures Across Questions 1, 4, and 7 (Unduplicated)[55]

Mentions of Hermès and/or Birkin	Test Webpage	Control Webpage	Net[56]
Sample size	97	104	
Confusion as to source (Q.1)	17.5%	1.9%	15.6%
Confusion as to other brands or products (Q.4)	4.1%	1.0%	3.1%
Confusion as to sponsorship, authorization, or approval (Q.7)	0.0%	0.0%	0.0%
Likelihood of confusion (Q.1, 4, and 7)	**21.6%**	**2.9%**	**18.7%**

78. As shown in Table I, for NFT purchasers, across Questions 1, 4, and 7, the likelihood of confusion measure is 21.6% for the test version of the webpage and 2.9% for the control version of the webpage. The net likelihood of confusion measure is 18.7%, which is calculated as 21.6% minus 2.9%.

[55] Unduplicated means that if a respondent mentioned or referenced a theme in one question, they were not counted as confused more than once, even if they mentioned the same theme in subsequent questions.

[56] Net is calculated as test minus control.

Methodology and Findings for the Survey of Handbag Purchasers

79. As described earlier, I also conducted a survey among respondents qualified as purchasing handbags.

80. Exhibit 9 shows the questions used to qualify prospective respondents for the survey of handbag purchasers, as well as the questions that measured confusion in this survey.[57]

81. As with the survey of NFT purchasers, prospective respondents for the survey of handbag purchasers were first asked Questions A, B, and C, which asked about gender, age, and geography. For the survey of handbag purchasers, the demographic distribution of the survey database across gender, age, and geography reflects likely purchasers of handbags.

82. Next, Question D asked prospective respondents for this survey whether they were likely to purchase certain items in the next 12 months, including a handbag, a belt, a pair of shoes, a wallet, and a watch.

83. Among those who answered that they were likely to purchase a handbag, Question E asked prospective respondents for this survey to select the price range that best reflects the most they would be willing to spend to purchase a handbag. Handbag purchasers qualified on Question E if they answered that they were likely to purchase at a price range of $10,000 or more. The survey qualified on this price point because it is the lowest price at which I was able to locate the Birkin bag for sale.[58]

[57] Exhibit 9 contains programming instructions that were not visible to respondents.

[58] My research shows that Birkin bags are in high demand, typically sell in new condition for at least $10,000, and are available on the resale market for approximately $6,000 to $60,000, depending on the bag and its condition. *See* Sargon, Sara. "The 2021 & 2022 Hermes Birkin Bag Price List." *Bagover*, https://bagover.com/hermes-birkin-bag-price-list/, last accessed August 1, 2022. *See also* Marinelli, Gina. "Hermes Birkin bags are famously expensive and difficult to buy — so we asked an expert how to find them and what makes them so elusive." *Business Insider*, https://www.insider.com/guides/style/how-to-buy-a-birkin-bag, last accessed August 1, 2022. *See also* "Search: 3145 results found for 'Birkin' – Rebag." *Rebag*, https://shop.rebag.com/search?sort=price-ascending&q=Birkin&pf_st_availability_hidden=true&_=pf&pf_t_categories=bc-filter-Bags, last accessed August 1, 2022.

84. Question F asked prospective respondents for this survey which types of content they typically read online. Respondents who answered that they typically read content online about fashion and/or artwork qualified on Question F.

85. Similar to the survey of NFT purchasers, prospective respondents for the survey of handbag purchasers also qualified on other criteria, such as not working for certain types of companies where they could have gained unusual knowledge,[59] not participating in any other surveys about handbags in the past month, and taking the survey on a desktop computer, laptop computer, tablet, or smartphone.

86. After respondents qualified for the survey of handbag purchasers, they were shown the same images that were shown in the survey of NFT purchasers, and then were asked the same questions that were used to measure confusion in the survey of NFT purchasers. I analyzed the responses from the survey of handbag purchasers using the same codes that I used to analyze responses from the survey of NFT purchasers. For the data from handbag purchasers, I assigned codes to each verbatim response according to the themes that were reflected by the response, using the codes from Exhibit 5 and the analysis methods described earlier for NFT purchasers.[60]

87. As with the survey of NFT purchasers, the survey of handbag purchasers was conducted online in a self-administered manner, using an online survey programmed by Simple Opinions. Also, as with the survey of NFT purchasers, respondents for the survey of handbag purchasers were recruited from a panel provided by Prodege, using the recruiting methods described in Exhibit 3 and the quality control methods described in Exhibit 4. Respondents invited to participate in the NFT survey or the handbag survey could not participate in the other survey.

[59] The types of companies included an advertising or public relations agency, a marketing research agency, and a company manufactures handbags.

[60] For the survey, MMR staff working at my direction assisted with coding. I have personally reviewed or assigned every code for every survey response from the survey.

88. Interviews for the survey of handbag purchasers were conducted from July 8 to July 17, 2022, resulting in a database of 185 completed interviews. Of these, 21 respondents (11.4%) were removed during quality control or validation, leaving 164 handbag purchasers in the final database.

89. Exhibit 10 provides a summary indicating how many prospective respondents were screened out or removed from the survey of handbag purchasers, including the reasons for termination.

90. Exhibit 11 provides cross tabulation tables for the survey of handbag purchasers. Exhibit 13 shows all responses from all handbag purchasers, including a data map indicating which responses correspond to each variable in the database.

91. My opinions in this matter are based on the survey of NFT purchasers rather than the survey of handbag purchasers because Hermès has made allegations in this matter that are consistent with forward confusion. For example, Hermès alleges that the Defendant's actions are "likely to cause confusion and mistake in the minds of the public, leading the public to believe that the METABIRKINS NFTs emanate or originate from Hermès, or that Hermès has approved, sponsored or otherwise associated itself with Defendant, which is untrue."[61] The traditional audience for a survey measuring forward likelihood of confusion is the junior user's audience, which in this matter is purchasers of the Defendant's goods and services.[62]

[61] Amended Complaint, ¶ 155.

[62] Swann, Jerre B. "Likelihood of Confusion." *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, edited by Shari Seidman Diamond and Jerre B. Swann, ABA Publishing, 2012, p. 63.

Summary and Conclusions for the Survey of NFT Purchasers

92. As described in this report, my survey of NFT purchasers measured whether the MetaBirkins webpage is likely to be confused with Hermès and/or with Birkin handbags. This survey measured the MetaBirkins webpage as it appears in the marketplace, and also measured a control webpage, which was modified to remove or alter features that relate to marks Hermès has asserted in this matter, including the Birkin trade dress and name. The test and control webpages were similar in all other aspects.

93. After showing respondents either the test webpage or the control webpage, the survey of NFT purchasers asked questions to measure the likelihood of confusion as to source and as to sponsorship, authorization, or approval. Across those questions, the measures were 21.6% for the test webpage and 2.9% for the control webpage, for a net measure of 18.7%.

94. The MetaBirkins webpage includes elements that Hermès alleges infringe its intellectual property; the changes to the control webpage removed or modified those elements. Therefore, the net confusion measure reflects only the elements Hermès alleges infringe its intellectual property, and not any other influences.

95. The 18.7% net measure from the survey of NFT purchasers is at or above measures that are typically interpreted as indicating a substantial likelihood of confusion.[63] Based on these results, this survey indicates a likelihood of confusion between the MetaBirkins webpage at www.metabirkins.com, and Hermès or Birkin handbags.

[63] "An 'appreciable' number is not necessarily a majority, and in fact can be much less than a majority… one court indicated that even 11% of a national market of millions of consumers constitutes a very large number of confused consumers." McCarthy, J. Thomas. "§ 82:185 Likelihood of confusion – Evaluating the significance of survey results – An 'appreciable' number." ·*McCarthy on Trademarks and Unfair Competition*, 5th ed., Thomson Reuters, 2021, pp. 32-546 to 32-547.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct to the best of my belief.

Executed in Encino, California, on August 4, 2022.

Dr. Bruce Isaacson

Exhibit 1:
Dr. Bruce Isaacson CV and Testimony Experience

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DR. BRUCE R. ISAACSON, DBA, MBA

MMR Strategy Group, Encino, CA 2005 - Present
PRESIDENT

MMR provides surveys, analysis, and consulting to measure the attitudes and behaviors of customers and consumers. MMR has three practice areas:

1. Claim Substantiation: Research and consulting to substantiate claims that involve consumer perceptions, and are made in packages, advertising, and other types of marketplace communications.
2. Litigation Surveys: Surveys and testimony for intellectual property matters.
3. Marketing Research and Consulting: Marketing research and consulting to help clients grow sales, develop marketing strategies, and improve products and services.

As President, I design studies, manage research projects, and provide consulting relating to marketing, research, consumer behavior, and strategy.

I have conducted many hundreds of surveys during my career, and frequently provide surveys, testimony, and rebuttals for intellectual property litigation and claim substantiation.

I have provided testimony relating to litigation surveys in a wide variety of venues involving federal courts, state courts, the Trademark Trial and Appeal Board (TTAB), the National Advertising Division (NAD) of the Better Business Bureau, the International Trade Commission, the Trademark Trial and Appeal Board, the Federal Trade Commission, the Court of Federal Claims, and others.

I have been retained in more than 200 matters, and have been retained in more than 20 matters by government agencies including the U.S. Federal Trade Commission, the U.S. Department of Justice, and the U.S. Patent and Trademark Office.

I speak and write on topics relating to marketing research, marketing strategy, litigation surveys, and consumer behavior.

Education

- Doctor of Business Administration in Marketing, **Harvard Business School**, 1995. Awarded Dean's Doctoral Fellowship.
- MBA with High Distinction, **Harvard Business School**, 1991. Graduated in top 5% of class as a Baker Scholar.
- Bachelor of Science in Engineering with focus on Regional Development, Northwestern University Technological Institute, 1985.

Publications

When to Conduct an Eveready Survey: The Importance of Aided Awareness. *The Trademark Reporter*, May-June, 2021.

Book Review of *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, edited by Shari Seidman Diamond and Jerre B. Swann. *The Trademark Reporter*, September, 2013.

Playing Nice With Legal: How Research Can Help Keep Marketing Claims in Compliance. *Quirk's Marketing Research Review*, January, 2013.

The Quantity of Presidential Polls and the Quality of Marketing Research. *Green Book Blog*, October, 2012.

Three Critical Questions to Evaluate Intellectual Property Surveys. *Intellectual Property Today*, September, 2012. Co-authors: Professor Jonathan Hibbard and Professor Scott Swain.

Asking the Right Questions (in Litigation Surveys). *Intellectual Property Magazine*, October, 2012.

Why Online Consumer Surveys Can Be a Smart Choice in Intellectual Property Cases (with Professor Jonathan Hibbard and Professor Scott Swain). Intellectual Property Law Newsletter of the American Bar Association, Intellectual Property Law Section, May 2008.

Bose Corporation: The JIT II Program (A), (B), (C), and (D) (with Professor Roy Shapiro). Harvard Business School cases 9-694-001, -002, -003, and -004.

Bose Corporation: The JIT II Program Teaching Note. Harvard Business School teaching note 5-695-017.

Buyer-Supplier Relationships: Antecedents, Management, and Consequences. Harvard Business School doctoral dissertation, 1996.

Goodyear: The Aquatred Launch (with Professor John Quelch). Harvard Business School case 9-594-106. Best seller.

Goodyear: The Aquatred Launch Teaching Note (with Professor John Quelch). Harvard Business School teaching note 5-595-016.

Industrial Marketing (with Professor V. Kasturi Rangan). In *AMA Management Handbook, Third Edition*, edited by John J. Hampton. New York: Amacom Books, 1994, pp. 2-101 to 2-108.

Managing Buyer-Supplier Relationships. Preface to *JIT II: Revolution in Buying and Selling*, edited by Lance Dixon and Anne Millen Porter. Newton, MA: Cahners Publications, Inc., 1994.

Philip Morris: Marlboro Friday (A) and (B). Harvard Business School case 9-596-001 and -002.

Scope and Challenge of Business-to-Business Marketing (with Professor V. Kasturi Rangan). Harvard Business School class note 9-594-125.

Vistakon: 1 Day Acuvue Disposable Contact Lenses (with Professor Alvin J. Silk and Marie Bell). Harvard Business School case 9-596-087.

What is Industrial Marketing? (with Professor V. Kasturi Rangan). Harvard Business School class note 9-592-012.

Honors, Appointments, Affiliations

- Member, American Marketing Association (AMA)
- Member, International Trademark Association (INTA)
- Member, Marketing Research Association (MRA)
- Member, Brand Activation Association (BAA)
- Member, Editorial Board, *Journal of Business-to-Business Marketing,* 1994 - present
- Member, *The Trademark Reporter* Committee, International Trademark Association, 2010 - present
- Policy Advisory Board, Joint Center for Housing Studies at Harvard University, 1999 - 2001
- Winner, Doctoral Dissertation, Institute for Study of Business Markets, Penn State, 1994
- George S. Dively Award for Innovative Research, Harvard Business School, 1993
- George F. Baker Scholar, Harvard Business School (top 5% of class), 1991
- Dean's Doctoral Fellowship, Harvard Business School, 1993 -1995

Selected Speaking Engagements

Frequent speaker at industry conferences and client events on topics relating to marketing and strategy, including:

- Speaker on panel, "Survey Says: The Use of Consumer Perception Surveys in Advertising-Related Litigation," held at Davis & Gilbert, LLP, March, 2020.

- Speaker on a panel, "What Can Trademark Practitioners Learn from Advertising and Marketing Professionals?" International Trademark Association Annual Conference, May, 2018.

- Moderator for roundtable discussion, "Trademark Surveys: How Requirements Differ by Venue and Authority," International Trademark Association Annual Conference, May, 2018.

- Guest lecturer on "Litigation Surveys" to advertising law class at Loyola Law School, September, 2021; September, 2020; October, 2019; and October, 2018.

- Moderator for roundtable discussion, "Using Surveys to Measure Product Usage, Configuration, and Damages in Trademark, Copyright, and Patent Matters," International Trademark Association Annual Conference, May, 2016.

- Panelist for "Battle of the Experts – Deploying the Proper Scientific Methodology for Supporting or Challenging Claims," Advanced Forum on Resolving & Litigating Advertising Disputes, March, 2015.

- Guest lecturer on the legal aspects of marketing to MBA classes held at University of California – Irvine, November, 2015, and December, 2015.

- Speaker for presentation, "Using Surveys to Measure Attitudes and Behaviors," U.S. Department of Justice, Civil Division, Commercial Litigation Branch, March, 2015.

- Speaker for presentation, "Improving Customer Experience with Customer Journey Maps," Corporate Researchers Conference, sponsored by the Marketing Research Association, October, 2013.

- Speaker on panel for seminar, "Trademark Protection in Cyberspace," sponsored by the Los Angeles County Bar Association (LACBA), May, 2013.

- Moderator for round table discussion, "Using Survey Evidence for Claim Substantiation," International Trademark Association Annual Conference, May, 2013.

- Speaker and panelist for multi-day conference, "Advertising Claims Support: Case Histories and Principles," conference hosted by The Institute for Perception, April, 2013.

- Moderator for roundtable discussion, "Replicating Marketplace Conditions in Trademark Surveys," International Trademark Association Annual Conference, 2011.

- Moderator for roundtable discussion, "The Use of Surveys in Intellectual Property Litigation," International Trademark Association Annual Conference, 2010.

- Faculty on panel at expert forum, "Litigating & Resolving Advertising Disputes," American Conference Institute, June, 2010.

- Speaker for presentation, "The Use of Online Surveys in Intellectual Property Litigation." National Advertising Division (NAD) Annual Conference, October, 2009.

- Speaker for presentation, "Integrating Research Techniques for Deeper Customer Insights: Blurring Boundaries Between Research Methods," American Marketing Association Annual Marketing Research Conference, September, 2008.

- Speaker for presentation, "Understanding Your Customer and Making Tough Strategic Choices," International Restaurant & Foodservice Show of New York, March, 2008.

- Presented Continuing Legal Education (CLE) seminar titled, "Measuring Consumer Attitudes and Behaviors in Intellectual Property Litigation." Presented to:

    - Orange County Bar Association, November 2007.
    - Baker Botts, LLP, March, 2008.
    - Amster, Rothstein & Ebenstein LLP, March, 2008.
    - Fulwider Patton, LLP, March, 2008.

- Speaker for presentation, "Understanding Today's Customers and Making Tough Choices – Lessons Learned From Starbucks," Western Foodservice & Hospitality Expo, August, 2007.

- Speaker for presentation titled, "What Can We Learn from Customer Satisfaction Studies?" Real Trends Marketing & Technology Expo, September, 2006.

Blogging and Commentary

I have written posts and white papers at www.MMRStrategy.com that include:

Litigation Surveys

- "How to Measure False Advertising in a Litigation Survey" (November, 2012)

- "Using Surveys to Estimate Damages in Patent Infringement Matters" (October, 2012)

- "Apple vs. Samsung: Litigation Surveys as Evidence" (August, 2012)
- "What is the Theory Behind Your Lanham Act Survey?" (June, 2012)
- "Keyword Infringement Surveys: The New Frontier in Measuring Likelihood of Confusion" (June, 2012)
- "The Challenge of Replicating Marketplace Conditions in Intellectual Property Surveys" (May, 2012)

Claim Substantiation

- "When it Comes to 'Up To' Claims, Make Sure You Have the Right Substantiation" (February, 2013)
- "Critical Research Steps and Core Principles of Claim Substantiation" (white paper)
- "How Many Industries are Affected by Claim Substantiation?" (June, 2012)
- "Lessons in Claim Substantiation from the Pom Wonderful Decision" (May, 2012)
- "How Claim Substantiation Differs from Traditional Marketing Research" (May, 2012)

Marketing and Marketing Research

- "Lessons in Pricing Strategy from JCPenney" (May, 2013)
- "Why You Should (Almost) Never Use the van Westendorp Pricing Model" (March, 2013)
- "Three Types of Market Segmentation and the 2012 Presidential Election" (October, 2012)
- "Presidential Polls and the Quality of Marketing Research" (October, 2012)
- "Sizing the Potential of a New Market or New Product" (white paper)
- "MaxDiff vs. Conjoint: Which is Better to Measure Consumer Preferences?" (white paper)
- "Ten Best Practices to Improve Your Concept and Product Tests" (white paper)
- "Using Choice-Based Market Segmentation to Improve Your Marketing Strategy" (white paper)
- "What Your Tracking Study Should Measure About Your Customers" (white paper)
- "Using Customer Journey Maps to Improve Your Customer Experience" (white paper)

- "How to Improve Your Usage and Attitude Study" (June, 2012)
- "Five Pitfalls of Market Segmentation and How to Avoid Them" (May, 2012)

Professional Experience Prior to MMR Strategy Group

Fairview Company, Calabasas, CA 2002 - 2004
Managing Director

- **West Coast Practice Leader of Executive Development for Monitor Group.**
  Designed and managed marketing and strategy executive education programs. Developed curriculum, served as lead faculty on programs for Fortune 100 clients.
- **Consulted with clients in technology, software, and financial services.**
  Provided consulting services in marketing and strategy.

Intuit/Digital Insight, Calabasas, CA 2001 - 2002
Senior Vice President for Products, Marketing, and Alliances

- **Managed business lines for $130 million provider of outsourced banking services/software.**
  Directed marketing, strategy, alliances, mergers, acquisitions, resellers, and pricing for 9 business lines. Managed $29 million budget and staff of 40.
- **Built product management and strategy functions.**
  Set priorities for $22 million R&D budget. Directed $51 million acquisition and post-merger conversion of 150 new clients.

Move, Inc., Westlake Village, CA 1999 - 2001
President, Home Services

- **Founded home services division for software/services provider to real estate industry.**
  Directed business unit for new division. Built alliances with associations including National Association of Homebuilders and American Institute of Architects.

PHH Corporation* (NYSE: PHH)*, Mortgage Division, Mount Laurel, NJ 1997 - 1999
Vice President, Marketing

- **Directed marketing for $26 billion outsourced mortgage services division.**
  Company provided private label loans and loan servicing for customers and partners, including Wells Fargo, USAA, Coldwell Banker, Century 21. Served on 14-member Executive Committee. Managed $14 million budget and 60 people in marketing, research, public relations, advertising, strategic planning, business development, and e-commerce.
- **Created collateral for selling, processing, and closing loans distributed to 750,000 customers annually.**
  Redesigned sales materials used by 150-person sales force. Created point-of-sale materials and placed in 1,600 real estate offices nationwide. Negotiated co-marketing deals.

- **Built online platform to originate, close, and service mortgages.**
  Created co-branded system used by 1,400 partners to originate $700 million in mortgages in 2000. Integrated system with more than 2,000 sales and customer service reps.

Boston Consulting Group, Chicago, IL 1995 - 1997
Consultant
- **Consulted in marketing, strategy, and distribution for $1 billion international strategy consulting firm.**
  Designed and rolled out database marketing program for international supermarket chain.
  Developed purchasing strategy for $3 billion consumer goods company.
  Evaluated market strategy for $800 million division of paper goods company.

Harvard Business School, Cambridge, MA 1991 - 1995
Dean's Doctoral Fellow
- **Developed and implemented multi-year research project analyzing buyer-supplier alliances.**
  Authored 14 publications including best-selling case studies and articles in distribution, sales, supplier management, purchasing, branding, and new products. Taught in Babson College Executive MBA program.

E&J Gallo Winery, Modesto, CA 1990
MBA Intern
- Summer intern at global winery. Developed packaging strategy, distribution, and retailer incentive programs for the wine cooler category.

Long Wharf Trading Company, Danvers, MA 1986 - 1989
President & Co-Founder
- **Co-founded company manufacturing high quality sewn products for advertising premiums.**
  Directed 30 employees. Clients included banks, universities, corporations, schools, and museums. Company was featured with full-page story in *Inc. Magazine*.

Parsons Corporation/Barton-Aschman Associates, Evanston, IL 1985 - 1986
Associate Consultant
- **Conducted strategic and operations planning for public transportation systems at global construction and regional planning company.**
  Received *President's Award* for outstanding initiative and performance.

Selected Courses Taken in MBA and Doctoral Programs

- Economics and Finance, including topics such as Managerial Economics; Financial Reporting and Accounting; Business, Government, and the International Economy; Corporate Finance; Product Costing; and Microeconomic Theory.

- Marketing and Strategy, including topics such as Marketing; Marketing Foundations Readings; New Products; Marketing Implementation; Service Management; Research Issues in Marketing; Buyer Behavior; Industrial Marketing and Procurement; Industry and Competitive Analysis; and Communications.

- Sociology and Psychology, including Organizational Behavior; Human Resources; Social Behavior in Organizations; Readings in Administration (two courses); and Management Policy and Practice.

- Statistics, including Statistical Inference; Social Network Analysis; Applied Data Analysis; and Analyzing Covariance Structures.

- Research Methods and Research Design, including Doctoral Research Seminar; Research Design and Measurement; Design of Field Research in Organizational Behavior; and Intervention Research and Action Science.

Dr. Bruce Isaacson Litigation Expert Witness Experience
August 2022

Cases in which Dr. Bruce Isaacson has testified as an expert, including written expert reports or testimony at deposition or trial, from 2014 to present.

MGA Entertainment Inc. v. Clifford T.I. Harris et al.
U.S. District Court, Central District of California, Western Division

In the Matter of L'Oréal USA, Inc. (CeraVe Skincare Products)
National Advertising Division of the Better Business Bureau

Power Home Remodeling Group, LLC v. Power Home Solar, LLC d/b/a Powerhome Solar, also d/b/a Powerhome Solar & Roofing, also d/b/a Power Home Solar and Roofing
U.S. District Court, Eastern District of Pennsylvania

Diamond Resorts U.S. Collection Development, LLC, and Diamond Resorts Hawaii Collection Development, LLC v. Pandora Marketing, LLC d/b/a Timeshare Compliance, Intermarketing Media, LLC d/b/a Resort Advisory Group, Slattery, Sobel & Decamp, LLC, Del Mar Law Group, LLC, Carlsbad Law Group, LLP, JL "Sean" Slattery, Esq., Unlock Legal, APLC, Miranda Dempsey, APLC, d/b/a McCroskey Legal, and Miranda McCroskey, Esq.
U.S. District Court, Central District of California

LEGO A/S, LEGO Systems, Inc., and LEGO Juris A/S v. ZURU Inc.
U.S. District Court, District of Connecticut

Rasmussen Instruments, LLC v. DePuy Synthes Products, Inc., DePuy Synthes Sales, Inc., and Medical Device Business Service Inc.
U.S. District Court, District of Massachusetts, Eastern Division

New Prime, Inc., D/B/A Prime, Inc., v. Amazon Logistics, Inc., Amazon.com Services LLC, and Amazon Technologies, Inc.
U.S. District Court, Western District of Missouri, Southern Division

Coulter Ventures, LLC v. Rogue Ridge, LLC
United States Patent and Trademark Office, Trademark Trial and Appeal Board

Tiffany and Company and Tiffany (NJ), LLC v. Costco Wholesale Corp.
U.S. District Court, Southern District of New York

In re Elysium Health-ChromaDex Litigation
U.S. District Court, Southern District of New York

Diamond Resorts U.S. Collection Development, LLC, and Diamond Resorts Hawaii Collection Development, LLC v. US Consumer Attorneys, P.A., Henry Portner, Esq., Robert Sussman, Pluto Marketing Inc., 1Planetmedia Inc., Newton Group Transfers, LLC, The Newton Group, ESA LLC, Interval Broker Direct, LLC, Newton Group Exit, LLC, and DC Capital Law Firm, LLP
U.S. District Court, Southern District of Florida

ALIIGN Activation Wear, LLC v. lululemon Athletica Canada Inc. and lululemon USA Inc.
U.S. District Court, Central District of California, Western Division

TravelPass Group, LLC, Partner Fusion, Inc., Reservation Counter, LLC v. Caesars Entertainment Corporation, Choice Hotels International, Inc., Hilton Domestic Operating Company, Inc., Hyatt Hotels Corporation, Marriott International, Inc., Red Roof Inns, Inc., Six Continents Hotels, Inc., Wyndham Hotels Group, LLC
U.S. District Court, Eastern District of Texas, Texarkana Division

American Beverage Association, California Retailers Association, California State Outdoor Advertising Association v. The City and County of San Francisco
U.S. District Court, Northern District of California, San Francisco Division

Barry Braverman, et al v. BMW of North America, LLC and BMW AG
U.S. District Court, Central District of California, Southern Division

Glaxo Group Limited v. Respirent Pharmaceuticals Co., Ltd.
U.S. District Court, Southern District of New York

Sulzer Mixpac AG v. DXM Co., LTD and Dentazon Corporation
U.S. District Court, Southern District of New York

American Massage Therapy Association v. Implus Footcare, LLC
United States Patent and Trademark Office, Trademark Trial and Appeal Board

Richard Sotelo, on behalf of himself and all others similarly situated v. Rawlings Sporting Goods Company, Inc.
U.S. District Court, Central District of California, Western Division

In re: Application of Apple Inc. for TVOS Mark (86/632,177)
United States Patent and Trademark Office, Trademark Trial and Appeal Board

Susan Tran, on Behalf of Herself and all Others Similarly Situated v. Sioux Honey Association, Cooperative
U.S. District Court, Central District of California, Southern Division

Sansi North America, LLC v. LG Electronics USA, Inc.
U.S. District Court, Central District of California

Lindsay and Jeff Aberin, Don Awtrey, Charles Burgess, John Kelly, Yun-Fei Lou, Joy Matza, and Melissa Yeung, individually and on behalf of all others similarly situated v. American Honda Motor Company
U.S. District Court, Northern District of California

Federal Trade Commission and Utah Division of Consumer Protection v. Nudge LLC et al.
U.S. District Court, District of Utah, Central Division

Rockwell Automation, Inc. v. Radwell International, Inc.
U.S. District Court, District of New Jersey

James Demetriades, an individual v. Yelp, Inc., a Delaware corporation, et al.
Superior Court of the State of California, County of Los Angeles, Central District

In the Matter of Certain Pocket Lighters
United States International Trade Commission, Washington, D.C.

Vital Pharmaceuticals, Inc. v. Monster Energy Company and REIGN Beverage Company, LLC
U.S. District Court, Southern District of Florida

In the Matter of Certain Motorized Vehicles and Components Thereof
United States International Trade Commission, Washington, D.C.

Mahindra & Mahindra, Ltd. and Mahindra Automotive North America, Inc. v. FCA US LLC
United States District Court, Eastern District of Michigan

MGA Entertainment Inc. and The Little Tikes Company v. Dynacraft BSC, Inc. et al.
U.S. District Court, Central District of California

Fuse Chicken, LLC v. Amazon.com, Inc. and Does 1-10
U.S. District Court, Northern District of Ohio

Diamond Foods, Inc. v. Hottrix, LLC
U.S. District Court, Northern District of California

Steven A. Conner DPM, P.C. v. Optum360, LLC
U.S. District Court, Eastern District of Pennsylvania

Stephanie Escobar, individually and on behalf of all others similarly situated v. Just Born, Inc.
U.S. District Court, Central District of California

Daryl White, Jr., individually and on behalf of all others similarly situated v. Just Born, Inc.
U.S. District Court, Western District of Missouri

Forever 21 v. Gucci America, Inc.
U.S. District Court, Central District of California, Western Division

Ezaki Glico Kabushiki Kaisha, d/b/a Ezaki Glico Co., LTD., and Ezaki Glico USA Corporation
U.S. District Court, District of New Jersey

GoPro, Inc. v. 360Heros, Inc.
U.S. District Court, Northern District of California

Monster Energy Company v. Integrated Supply Network, LLC
U.S. District Court, Central District of California

Lokai Holdings LLC v. Twin Tiger USA LLC, Twin Tiger World Markets Ltd., Rory Coppock and Troy Coppock
U.S. District Court, Southern District of New York

Joann Martinelli, individually and on behalf of all others similarly situated v. Johnson & Johnson and McNeil Nutritionals, LLC
U.S. District Court, Eastern District of California

Strategic Partners, Inc. v. Vestagen Protective Technologies, Inc.
U.S. District Court, Central District of California, Western Division

Federal Trade Commission v. Damian Kutzner, individually and as an officer of Brookstone Law P.C. (California), et al.
U.S. District Court, Central District of California

In re: National Collegiate Athletic Association Athletic Grant-In-Aid Cap Antitrust Litigation
U.S. District Court, Northern District of California, Oakland Division

Adidas America, Inc., Adidas AG, Adidas International Marketing B.V., Reebok International Ltd., and Reebok International Limited v. TRB Acquisitions LLC, et al.
U.S. District Court, District of Oregon, Portland Division

Network-1 Technologies, Inc. v. Alcatel-Lucent USA Inc., et al.
U.S. District Court, Eastern District of Texas, Tyler Division

In the Matter of DIRECTV LLC v. Comcast Cable Communications
National Advertising Division of the Better Business Bureau

Sisters of Charity of Leavenworth Health System, Inc. v. Blue Cross and Blue Shield Association
U.S. District Court, District of Colorado

Pinkette Clothing, Inc. v. Cosmetic Warriors Limited dba Lush Handmade Cosmetics
U.S. District Court, Central District of California

LifeScan, Inc. and Johnson & Johnson v. PharmaTech Solutions, Inc. and Decision Diagnostics Corp.
U.S. District Court, Northern District of California, Oakland Division

General Motors LLC Ignition Switch Litigation
U.S. District Court, Southern District of New York

Robert S. Davidson, d/b/a Plastertech v. The United States
United States Court of Federal Claims

Blue Cross and Blue Shield Association, an Illinois not-for-profit corporation v. Zoom Care, P.C.; Zoom Management, Inc.; Zoomcare; Zoom Care Health Plan; and Zoom Care Washington, P.L.L.C.
U.S. District Court, Western District of Washington at Seattle

Kosair Charities Committee, Inc. v. Norton Healthcare, Inc. et al.
Jefferson County, Kentucky Circuit Court, Division Five (5)

Safelite Group, Inc. and Safelite Solutions LLC v. Lori Swanson, in her official capacity as Attorney General of the State of Minnesota, and Michael Rothman, in his official capacity as the Commissioner of the Minnesota Department of Commerce
U.S. District Court, District of Minnesota

Confederate Motors, Inc. v. FCA US LLC
United States Patent and Trademark Office, Trademark Trial and Appeal Board

Talking Rain Beverage Company, Inc. v. DS Services of America, Inc.
U.S. District Court, Western District of Washington at Seattle

Farouk Systems, Inc. v. AG Global Products, LLC d/b/a FHI Heat, LLC and Shauky Gulamani
U.S. District Court, Southern District of Texas, Houston Division

Federal Trade Commission v. LifeLock, Inc. a corporation; Robert J Maynard, Jr., individually and as an officer of LifeLock, Inc.; and Richard Todd Davis, individually and as an officer of LifeLock, Inc.
U.S. District Court, District of Arizona

Parallel Networks Licensing, LLC v. Microsoft Corporation
U.S. District Court, District of Delaware

Parallel Networks Licensing, LLC v. International Business Machines Corporation
U.S. District Court, District of Delaware

In the Matter of Certain Footwear Products (Complainant Converse Inc.)
United States International Trade Commission, Washington DC

Klauber Brothers, Inc. v. Forever 21 Retail Inc., International Intimates, Inc., and Does 1 through 10
U.S. District Court, Central District of California

Weber-Stephen Products LLC v. Sears Holdings Corporation, and Sears, Roebuck and Co.
U.S. District Court, Northern District of Illinois, Eastern Division

Church & Dwight Co., Inc. v. SPD Swiss Precision Diagnostics, GMBH
U.S. District Court, Southern District of New York

Robert Namer v. Broadcasting Board of Governors and Voice of America
U.S. District Court, Eastern District of Louisiana

Shannon Fabrics, Inc. v. Jo-Ann Stores, Inc.
U.S. District Court, Central District of California

Mars, Incorporated v. The Hershey Company and Hershey Chocolate & Confectionery Corporation
U.S. District Court, Eastern District of Virginia, Alexandria Division

Fitbug Limited v. Fitbit, Inc.
U.S. District Court, Northern District of California

Patrick Dang and Michael Villa v. San Francisco Forty-Niners, Ltd., et al.
U.S. District Court, Northern District of California

Kreation Juicery, Inc. v. Eiman Shekarchi and April Shekarchi
U.S. District Court, Central District of California

Miracle 7, Inc. v. Halo Couture LLC
U.S. District Court, Southern District of Florida

Robert McCrary v. The Elations Company LLC
U.S. District Court, Central District of California

OraLabs, Inc., v. The Kind Group LLC
U.S District Court, District of Colorado

Philippe Charriol International Limited v. A'lor International Limited
U.S. District Court, Southern District of California

LegalZoom.com, Inc. v. Rocket Lawyer Incorporated
U.S. District Court, Central District of California, Western Division

Benchmark Young Adult School, Inc., dba Benchmark Transitions v. Launchworks Life Services, LLC dba Mark Houston Recovery Center and Benchmark Recovery Center
U.S. District Court, Southern District of California

Diageo North America, Inc. v. Mexcor, Inc. and EJMV Investments, LLC
U.S. District Court, Southern District of Texas, Houston Division

Globefill Incorporated v. Elements Spirits, Inc. and Kim Brandi
U.S. District Court, Central District of California

Exhibit 2:
Test and Control Images Displayed in the Surveys

This exhibit provides the following images:

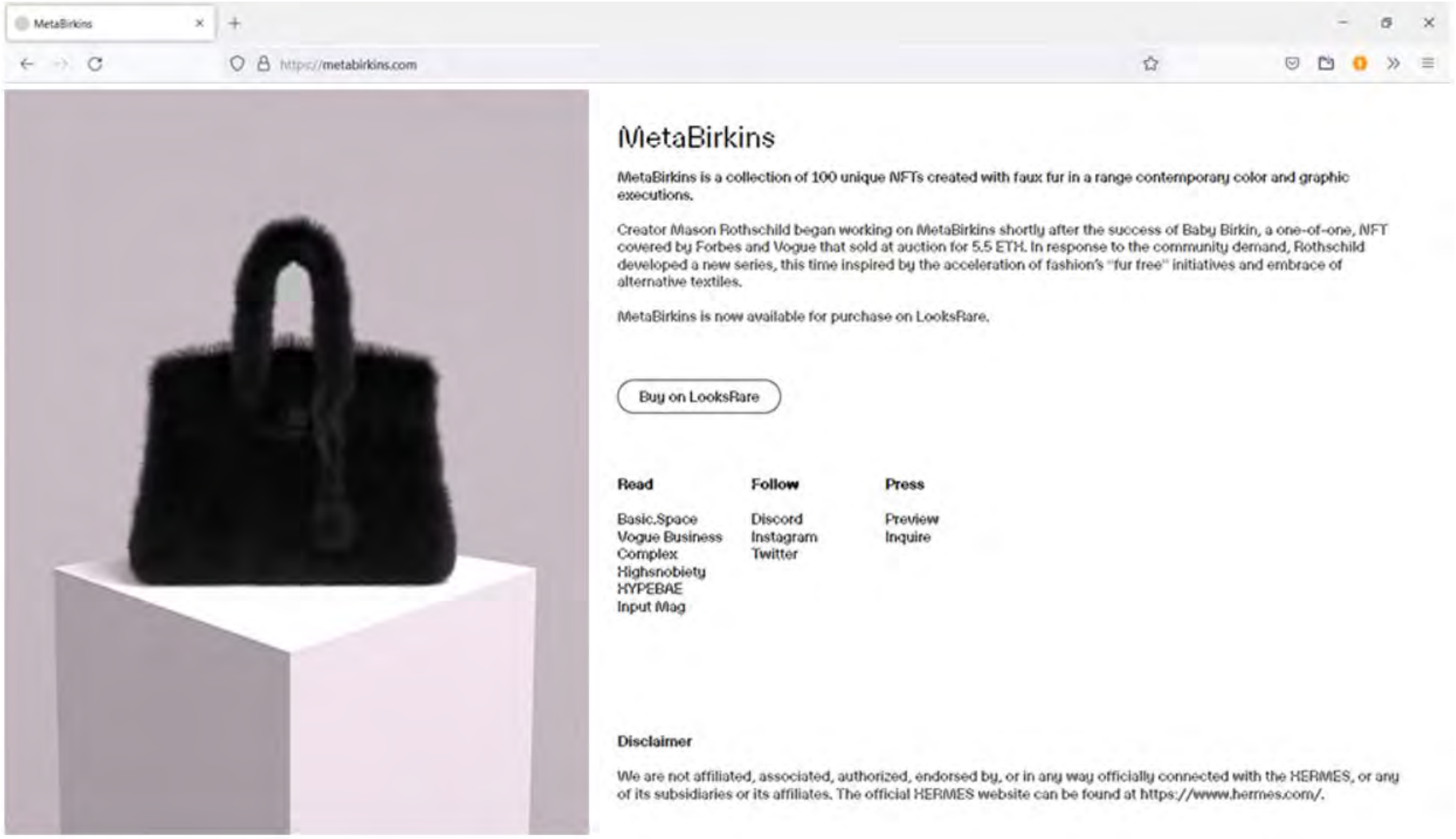
1. The test and control webpages displayed in the surveys, in versions for desktop or laptop computers, and for mobile devices.

2. The test and control versions of the MetaBirkins handbags displayed in the surveys, with and without superimposed words.

The images in this exhibit extend across multiple pages. In the surveys, each image was shown to respondents as one continuous webpage, similar to how they would view it online.

Also, this exhibit provides titles and labels, such as “Test Webpage” or “Control Webpage,” that were not shown in the surveys.

Test Version of Webpage (1 of 3)
(Desktop or Laptop)



Test Version of Webpage (2 of 3)
(Desktop or Laptop)

Test Version of Webpage (3 of 3)
(Desktop or Laptop)

Test Versions of MetaBirkins Handbags, With and Without Superimposed Words (1 of 5)

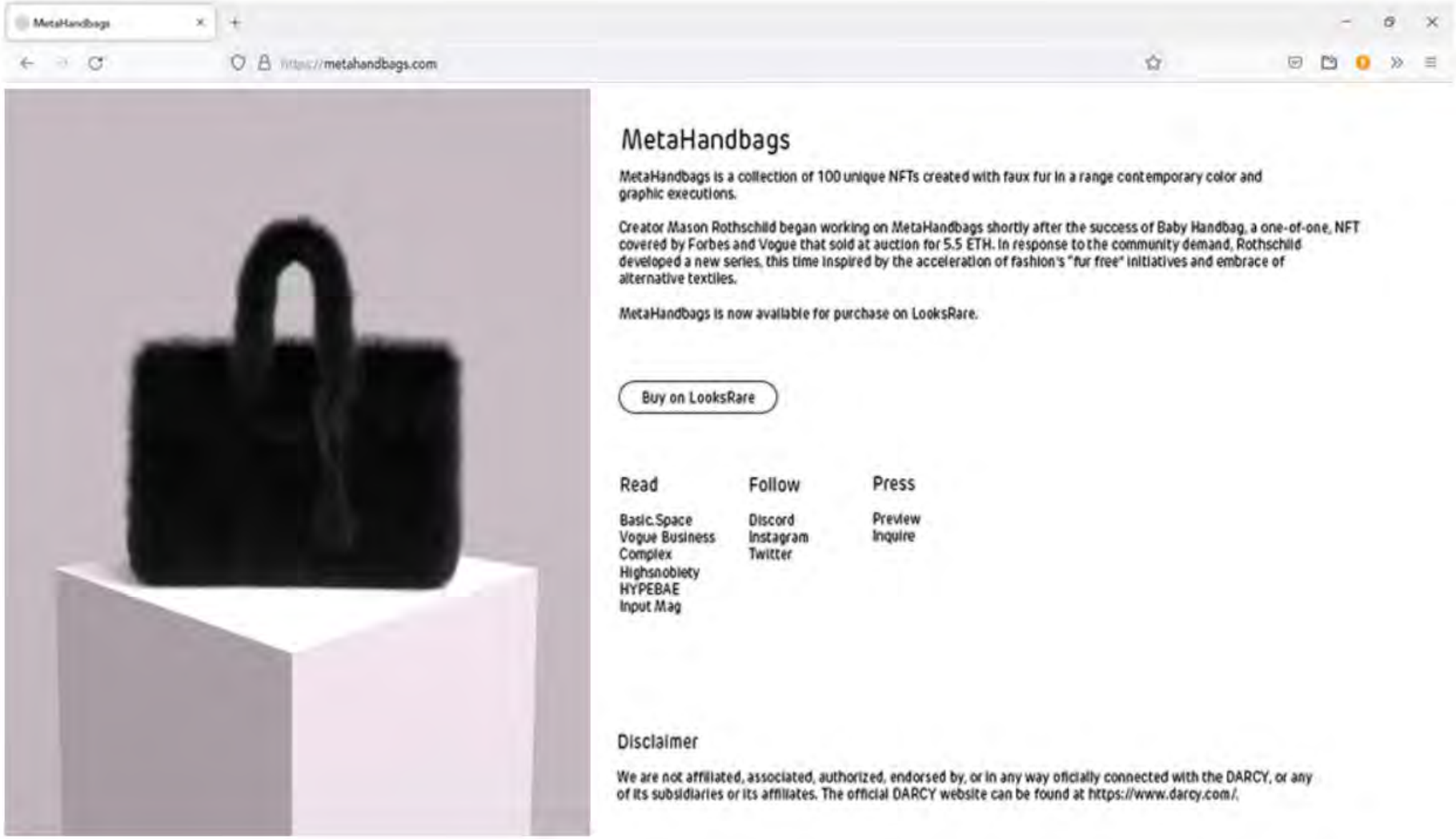
Test Versions of MetaBirkins Handbags, With and Without Superimposed Words (2 of 5)

Test Versions of MetaBirkins Handbags, With and Without Superimposed Words (3 of 5)

Test Versions of MetaBirkins Handbags, With and Without Superimposed Words (4 of 5)

Test Versions of MetaBirkins Handbags, With and Without Superimposed Words (5 of 5)

Control Version of Webpage (1 of 3)
(Desktop or Laptop)



Control Version of Webpage (2 of 3)
(Desktop or Laptop)

Control Version of Webpage (3 of 3)
(Desktop or Laptop)

Control Versions of MetaBirkins Handbags, With and Without Superimposed Words (1 of 5)

Control Versions of MetaBirkins Handbags, With and Without Superimposed Words (2 of 5)

Control Versions of MetaBirkins Handbags, With and Without Superimposed Words (3 of 5)

Control Versions of MetaBirkins Handbags, With and Without Superimposed Words (4 of 5)

Control Versions of MetaBirkins Handbags, With and Without Superimposed Words (5 of 5)

Test Version of Webpage (1 of 6)
(Mobile)

MetaBirkins

MetaBirkins is a collection of 100 unique NFTs created with faux fur in a range contemporary color and graphic executions.

Creator Mason Rothschild began working on MetaBirkins shortly after the success of Baby Birkin, a one-of-one, NFT covered by Forbes and Vogue that sold at auction for 5.5 ETH. In response to the community demand, Rothschild developed a new series, this time inspired by the acceleration of fashion's "fur free" initiatives and embrace of alternative textiles.

MetaBirkins is now available for purchase on LooksRare.

Test Version of Webpage (2 of 6)
(Mobile)

Buy on LooksRar

Read

Basic.Space
Vogue Business
Complex
Highsnobiety
HYPEBAE
Input Mag

Follow

Discord
Instagram
Twitter

Press

Preview
Inquire

Disclaimer

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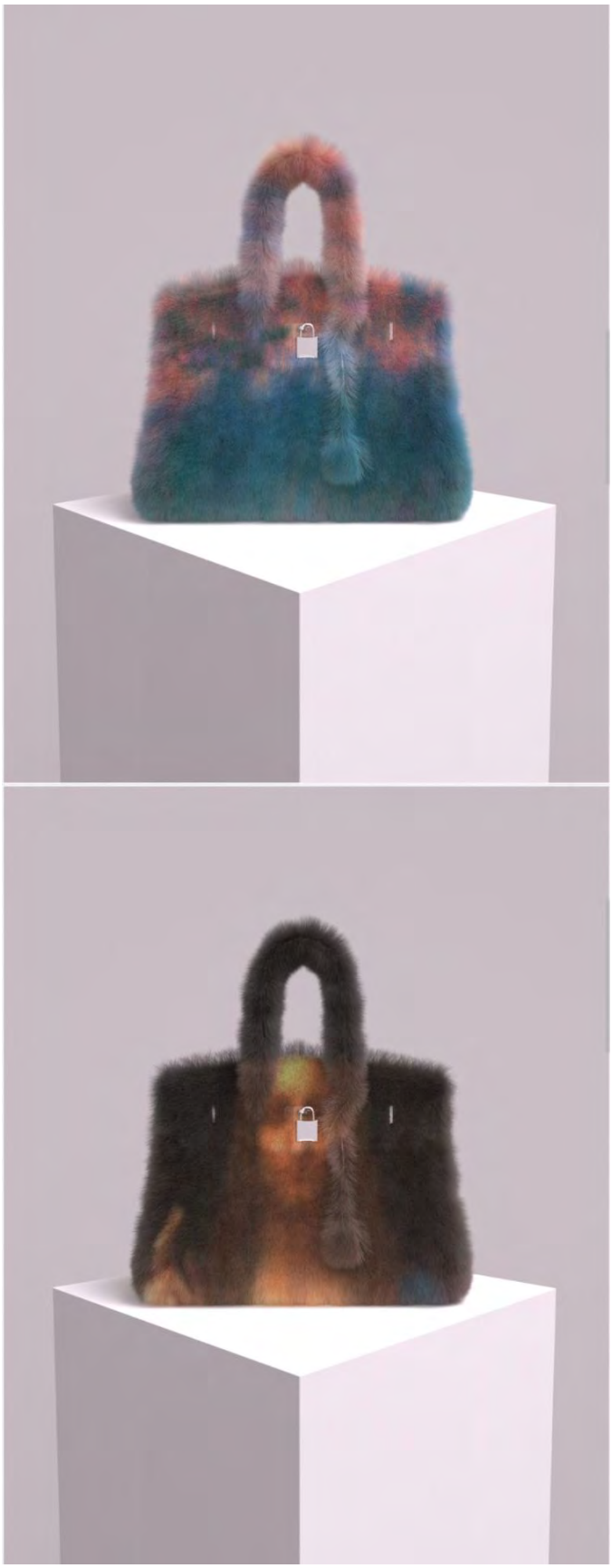
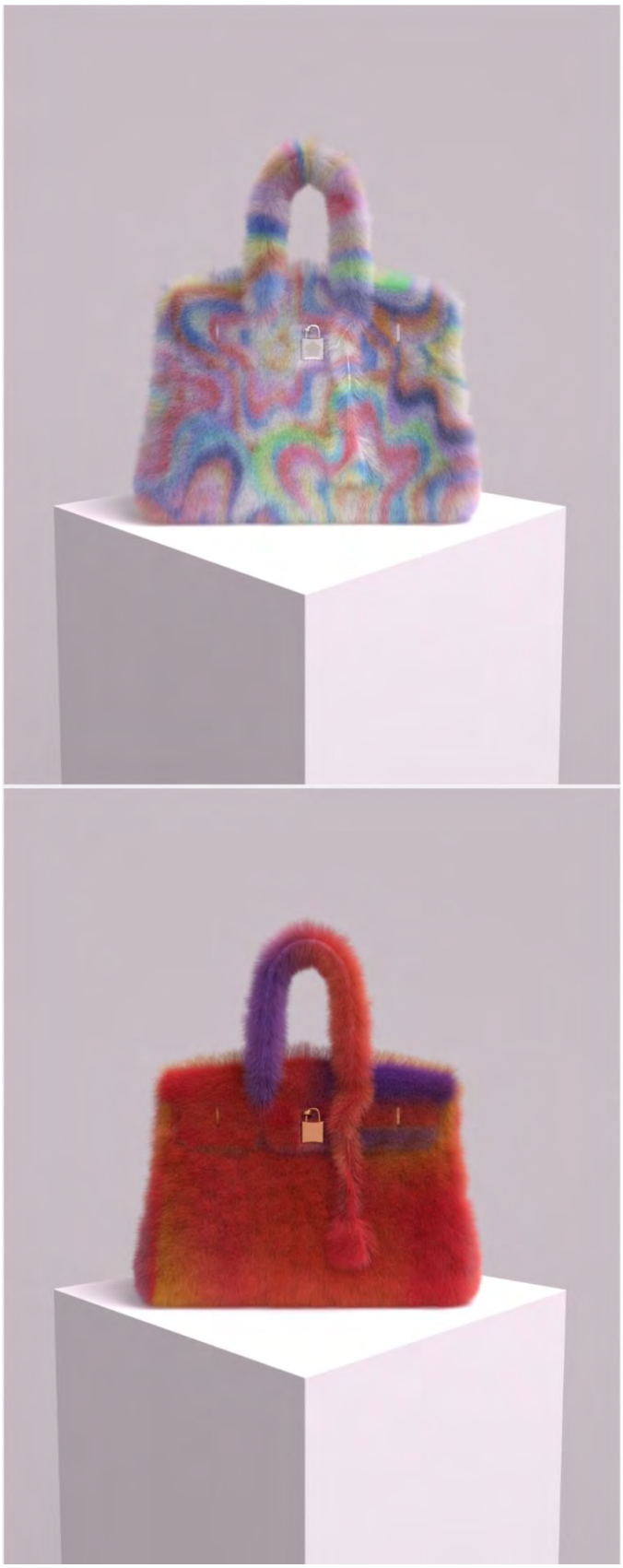
Test Version of Webpage (3 of 6)
(Mobile)

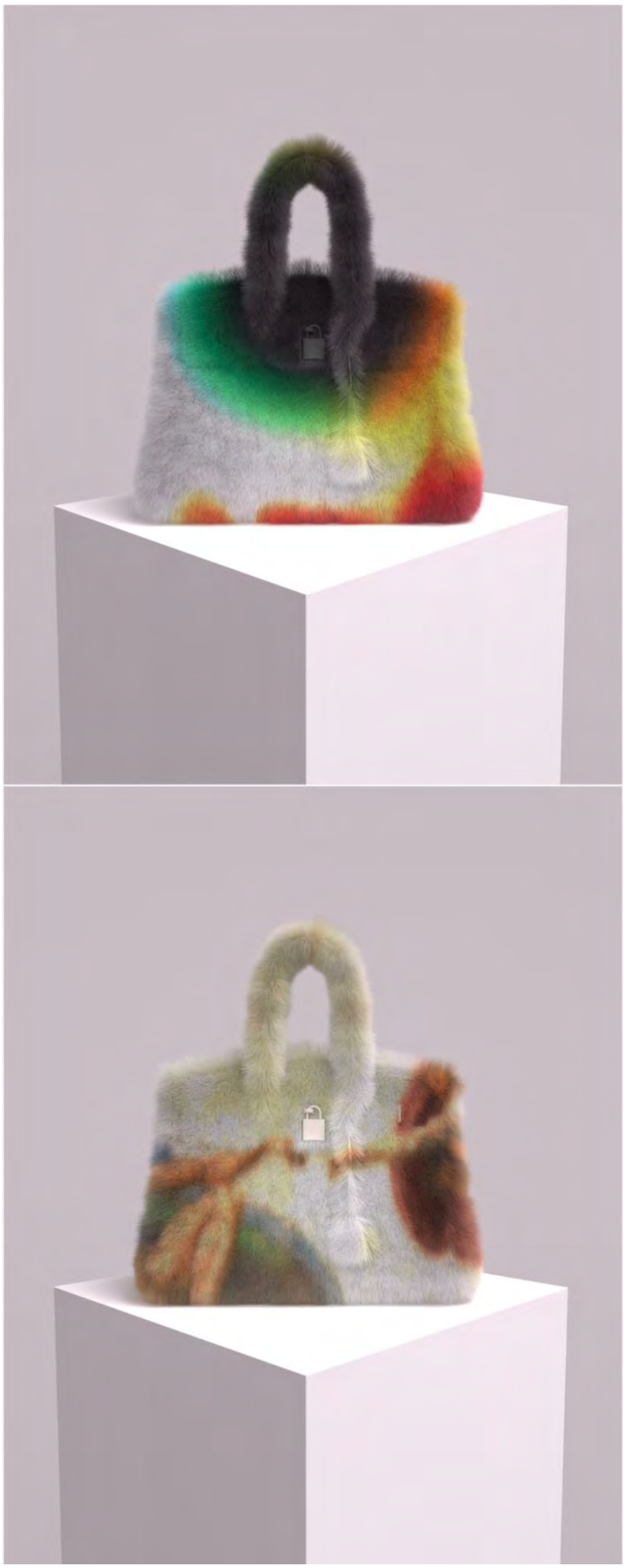


Test Version of Webpage (4 of 6)
(Mobile)

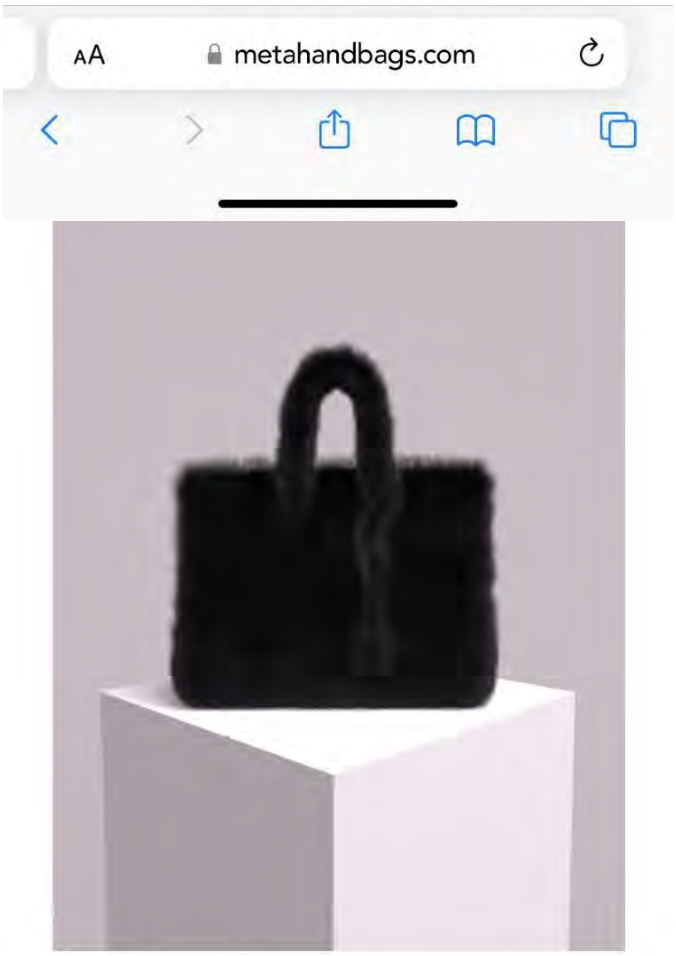


Test Version of Webpage (5 of 6)
(Mobile)

Test Version of Webpage (6 of 6)
(Mobile)



Control Version of Webpage (1 of 6)
(Mobile)



MetaHandbags

MetaHandbags is a collection of 100 unique NFTs created with faux fur in a range contemporary color and graphic executions.

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MetaHandbags is now available for purchase on LooksRare.

Control Version of Webpage (2 of 6)
(Mobile)

Buy on LooksRar

Read

Basic.Space
Vogue Business
Complex
Highsnobiety
HYPEBAE
Input Mag

Follow

Discord
Instagram
Twitter

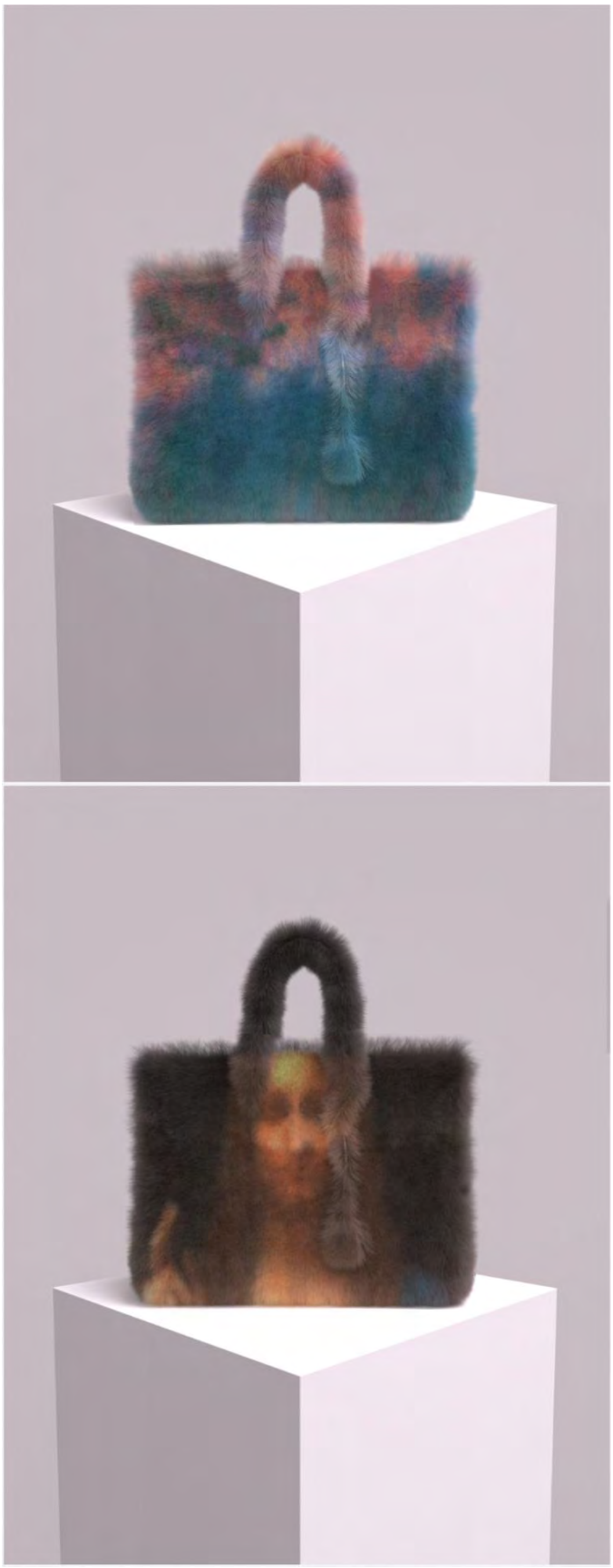
Press

Preview
Inquire

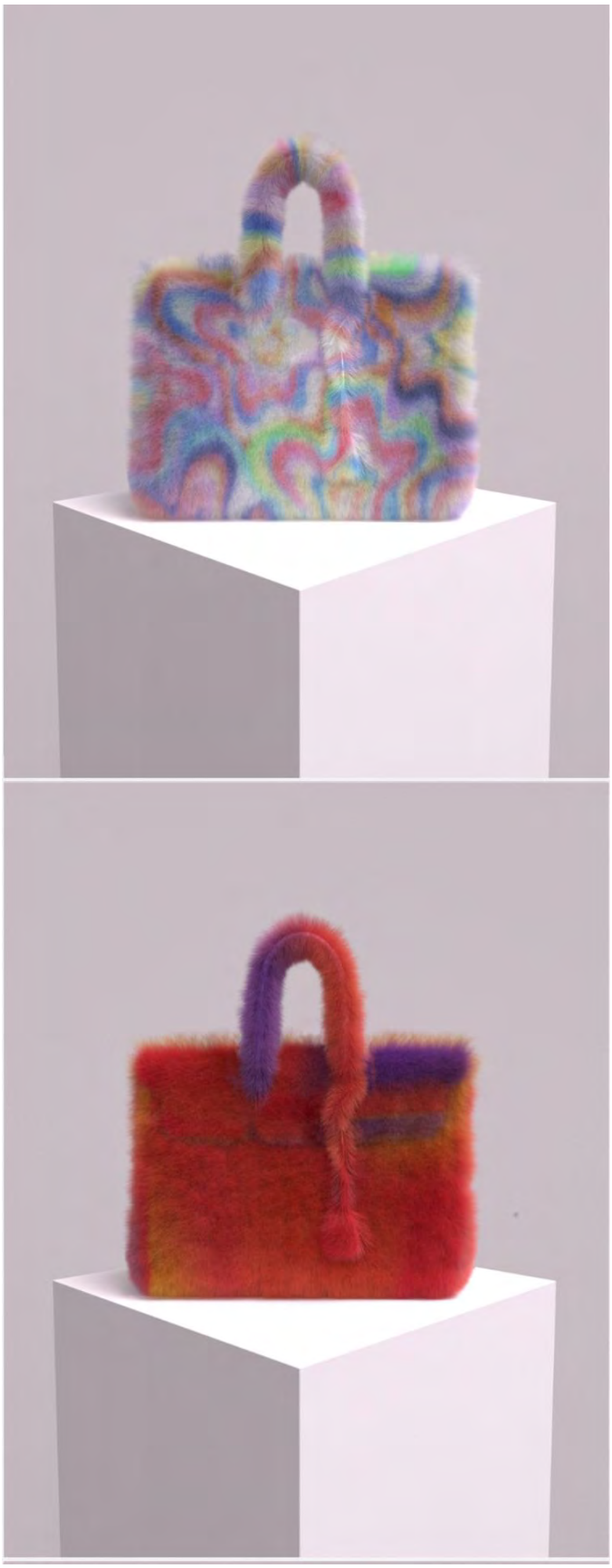
Disclaimer

We are not affiliated, associated, authorized, endorsed by, or in any way oficially connected with the DARCY, or any of its subsidiaries or its affiliates. The official DARCY website can be found at https://www.darcy.com/.

Control Version of Webpage (3 of 6)
(Mobile)



Control Version of Webpage (4 of 6)
(Mobile)



Control Version of Webpage (5 of 6)
(Mobile)

Control Version of Webpage (6 of 6)
(Mobile)

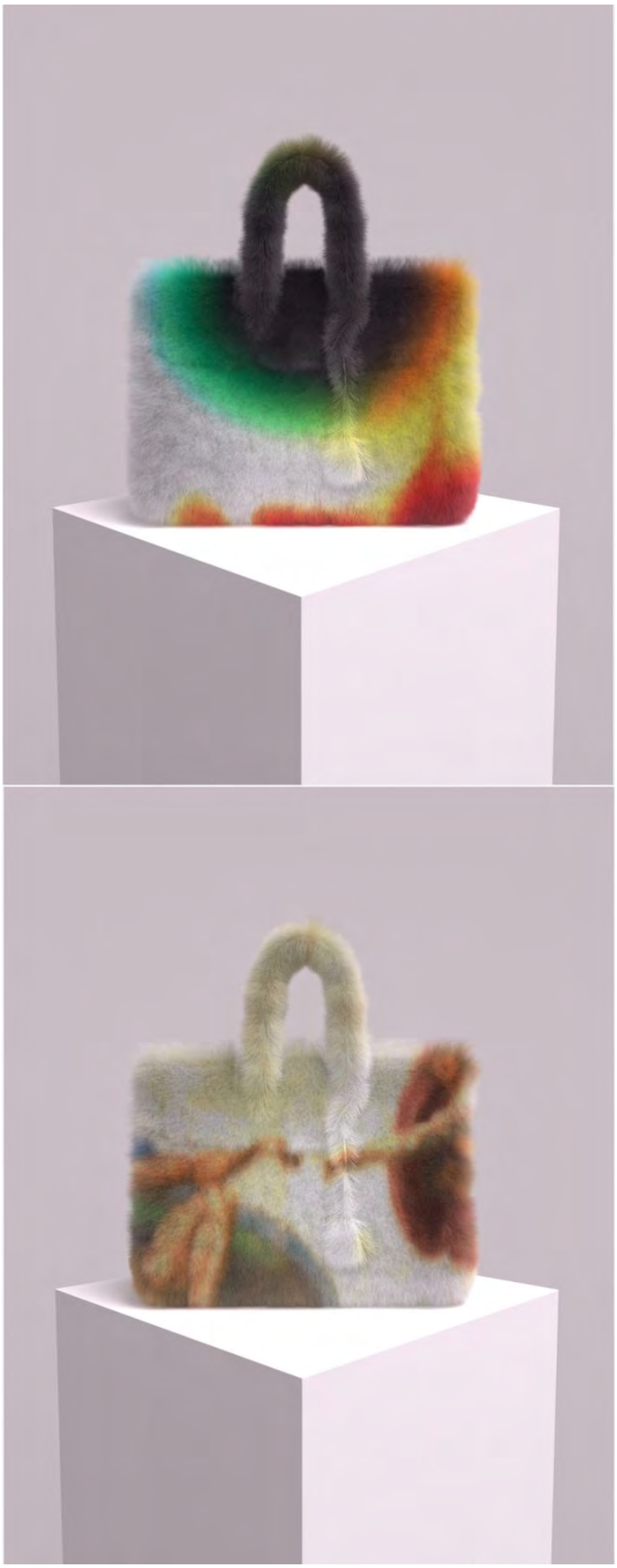


Exhibit 3:
Recruiting Methods and Panel Description for the Surveys

Recruiting Methods and Panel Description for the Surveys

This Exhibit provides information about the recruiting methods for all interviews in both surveys, including interviews conducted among NFT purchasers and among Handbag purchasers. The Exhibit also describes the panel used to locate prospective survey respondents.[1]

Survey respondents were recruited from a panel operated by a company called Prodege. Prodege's panel includes millions of consumers globally who have enrolled to become prospective survey respondents from time to time. Panel members are recruited from a wide variety of sources, and the panel can represent the general population of the United States according to demographics such as gender, age, geography, and other variables.

Prodege uses a variety of quality control methods to confirm that respondents are real consumers, and to encourage honest responses in surveys. The following are examples of their quality control methods:

i. Digital Fingerprinting: Digital fingerprinting records information from the devices that panel members use to complete a survey, to identify attempts to take a survey more than once from a single device.

[1] Information regarding Prodege, its panel, and its quality control methods is based on information from the company as well as the pages from their panel book included in this exhibit.

ii. Third-Party Verification: Third-party identity verification matches information from panel members to information available from other sources, which might include other websites (such as LinkedIn), the U.S. Postal Service (for address information), or other third-party information sources.

iii. Response Time Checks: Response time checks look for respondents who complete a survey in an unusual amount of time. Respondents who finish a survey suspiciously quickly are removed from the survey. Respondents identified in this manner in a number of surveys can be eliminated from the panel.

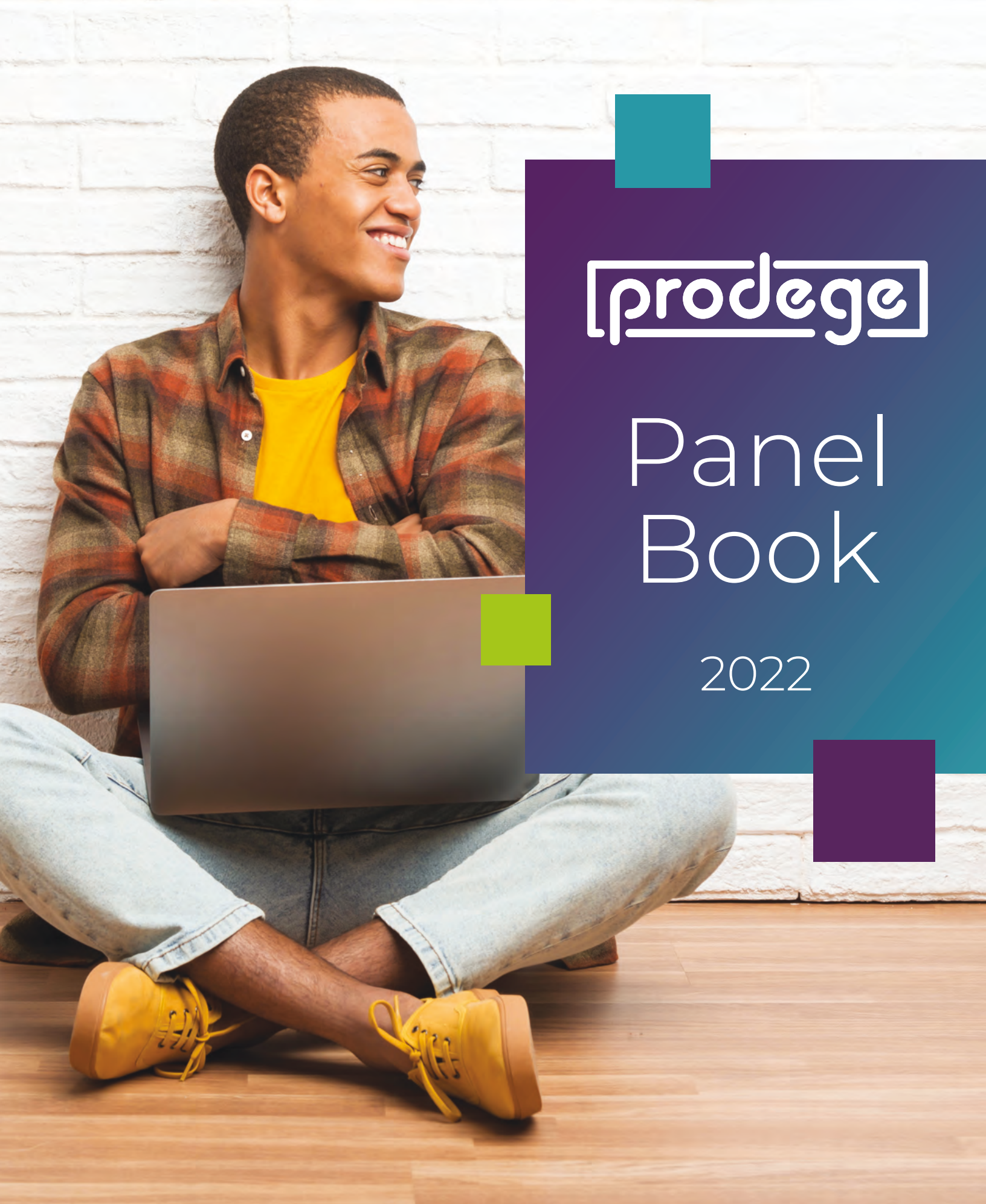
iv. Panel Profile Checks: Prodege maintains a database with certain information about a panel member, such as demographics. Respondents identified as providing responses inconsistent with this information in a number of surveys can be eliminated from the panel.

Each prospective respondent was recruited either for the survey conducted among NFT purchasers or the survey conducted among Handbag purchasers. Respondents who were recruited for one survey were not recruited for the other survey, so respondents who participated in one survey did not participate in the other survey.

For both surveys, Prodege recruited panel members either with an email invitation, or through the panel's survey dashboard or portal. The sponsor and subject of each survey were not disclosed, so respondents remained blind as to the purpose and sponsor of the surveys. All prospective respondents for either survey answered the same qualification questions relating to that survey, and passed through the same qualification procedures relating to that survey.

As described in the main body of the report, prospective respondents qualified for either survey by answering a series of qualifying questions. Prospective respondents were not asked any pre-screening questions for either survey, and were not targeted based on pre-existing profile information, other than demographic characteristics (gender, age, and geography) for quota purposes. For example, respondents who had a home address located outside of the United States were not invited into either survey.

The remainder of this exhibit provides additional information about Prodege from selected pages of their "panel book," which describes the company's panel, recruiting methods, and quality control procedures.



prodege

Panel Book

2022

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Why Prodege

A cutting-edge marketing and consumer insights platform, Prodege has charted a course of innovation in the evolving technology landscape by helping leading brands, marketers, and agencies uncover the answers to their business questions, acquire new customers, increase revenue, and drive brand loyalty & product adoption. Bolstered by a major investment by Great Hill Partners in Q4 2021 and the strategic acquisition of Pollfish, a modern, mobile-first survey platform, Prodege looks forward to more growth and innovation to empower our partners to gather meaningful, rich insights and better market to their target audiences.

Our Commitment

Each day we're committed to sampling integrity

With every survey, every question, we are committed to quality

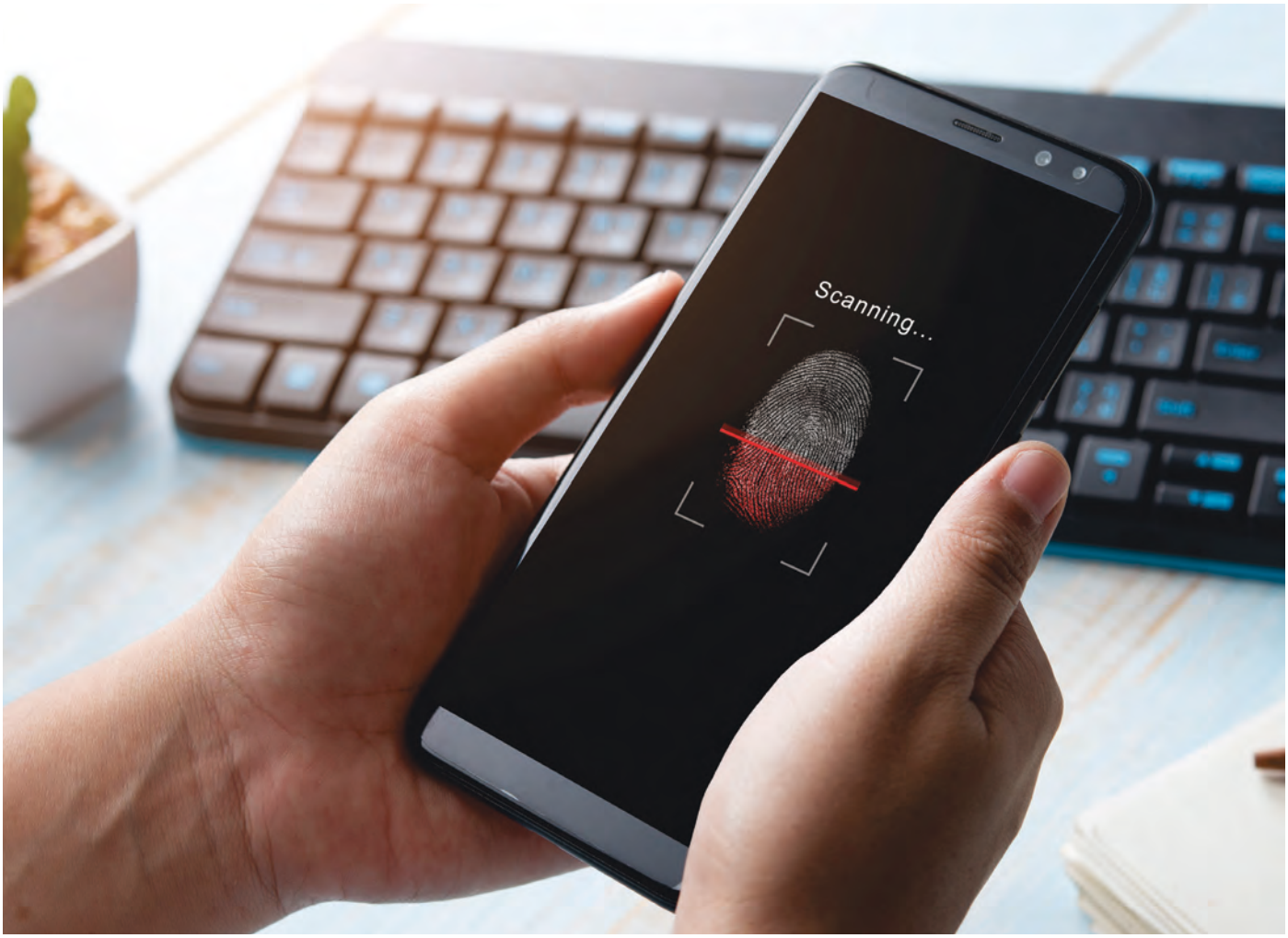
We're committed because we understand that people are the foundation of meaningful research

We do it all to create rewarding moments for our members, our employees and you

Affiliations and Awards

Data Quality

Quality is central to all we do. We utilize a variety of methods to ensure the highest data quality and are in compliance with GDPR and CCPA.



A double opt-in registration process including:

Digital Fingerprinting

Physical Address Verification

Device Verification

CAPTCHA

Mobile Verification

Third Party Validation Methods

Sampling

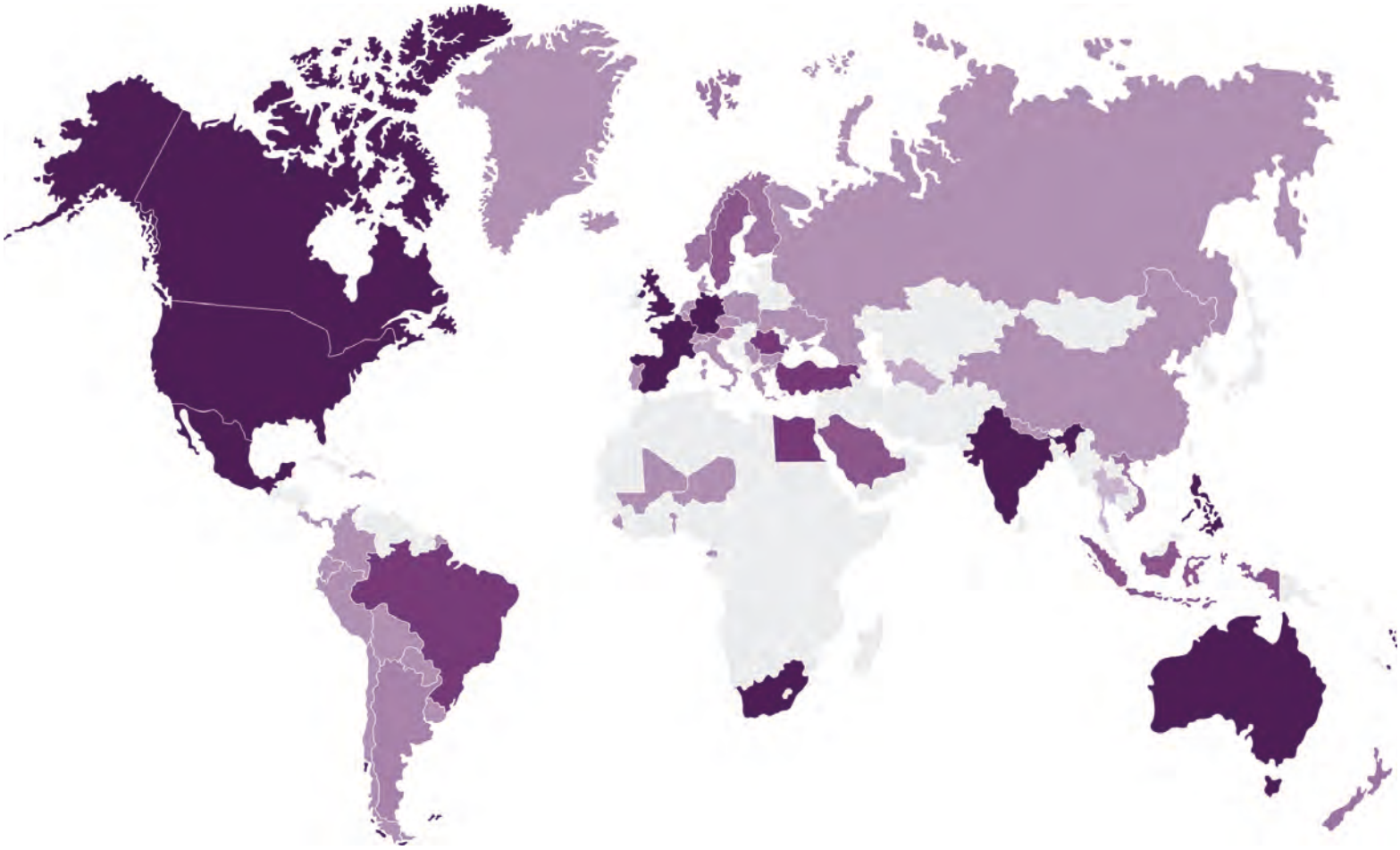
We offer the deepest sampling expertise in the industry.

Every project we support on our clients' behalf is managed by intelligent and experienced sampling design experts.

Our team of 100+ highly experienced global project managers proactively anticipates our clients' needs to ensure we deliver on time and on budget.

Global Panel Access

The world is a big place, let us help you reach who you need wherever they are!



Prodege's International Reach

Our Panel

Prodege is a leading provider of people driven insights for the market research industry. Through diversified recruitment methods and a world-class consumer engagement model, we deliver a more thoughtful approach to research.

Our breakthrough model fosters member retention and ongoing participation. This brings many benefits to our clients, including delivery of re-contact surveys, longitudinal studies, in-home use tests, and ongoing research programs.

Established in 1996, MyPoints has built one of the longest running and most respected online market research panels in the industry. Through its long- standing partnerships with firms such as United Airlines, Hilton Hotels and many more, MyPoints has developed extremely strong profiling for B2B, B2C and many specialized audiences. With precise targeting capability across over 500 data points of information, MyPoints consistently delivers the highest quality results and is universally recognized as a trusted sample source.

InboxDollars proprietary panel joins Prodege and expands our global access. Founded in 2000, with expansion into the UK in 2012 and Canada in 2014, this unique group of registered members enhances the scale and breadth of our overall reach.

ySense provides us with an international respondent base. We are now able to offer stronger feasibility and overall performance in Asia, Latin America, Eastern Europe, and Africa.

Highlighted Audiences

Personal and Household

Household

Gender
Age
Ethnicity (US)
Hispanic (US)
Household Size
Household Location
Marital Status
Number of Children
Ages of Children
Gender of Children
Pet Ownership
Languages Spoken
Accommodation / Home Ownership

Personal

Political Party Affiliation
Political Ideology
Gun Ownership
Registered to Vote
Religion
Sexual Orientation

Education

Major at University / College
University Degree
Currently Enrolled
Year Graduated
Level of Studies – Current
Full-Time / Part-Time Student

Occupation

Employment Status
Professional Position
Primary Industry
Primary Department
Number of Employees
Role in Organization
Decision Making Authority Over Corporate Purchase:

- Telecommunications
- Office Supplies
- IT
- Marketing / Advertising Sales
- Shipping
- Corporate Travel

Finance Sector Position IT Position
Business Smartphone Brand
Veteran – Military
Branch of Service – Military
Military – Family Member

Mobile

Location
Arrival Time
Dwell Time
Departure Time

Finances

Personal Annual Income
Household Income
Investable Assets
Primary Banking Relationship
Types of Investments
Credit Cards
Financial Products
Stock Trading Participation
Stock Trading Method

Auto

Access to a Car
Automotive Decision Maker
Brand of Car(s) Owned / Leased
Car Manufactured Year
Car Purchased / Leased Year
New or Used Car Purchase Timeframe
Type of Car(s) Considering
Auto Insurance
Motorcycle Ownership

Media Usage

Media

Radio Listening Frequency
Television – Hours Per Week
Cable / Satellite Service
Streaming Services
Type of Publications Read
Social Media Actively Used

Computer and Video Gaming

Gaming Device
Gaming Platform
Online and Virtual Gaming
Spending on Games
Types of Games
Video / Computer Games per Week
Early Adopter
Electronic Products
Electronic Products Household DM
Internet Connection
Internet Provider
Media Receiver – Download Movies Ability
Mobile Phone Features
Mobile Phone Plan
Personal Smartphone Brand
Operating System
Personal Mobile Phone Carrier

Lifestyle

Travel

Flights – Airlines Flown
Flights – Domestic or Int'l
Flights – Purpose of Travel
Hotels Frequented
Travel Destination Past Year
Types of Travel Occasions
Transportation Methods
Rideshare

Hobbies and Interests

Gambling Types
Hobbies and Interests
Movie Theater Frequency
Music Preference
Purchase Movies
Rent/Download Movies
Sports/Exercise – Hours Spent per Week

Food and Beverage

Primary Grocery Shopper
Primary Grocery Store
Average Alcohol Consumption
Beverages Consumed
Fast Food Frequency
Fast Food Restaurant Favorites
Recent Purchasers of Specific Food & Beverage Brand
Recent Visitors to Restaurants and Grocery Stores

Health and Wellness

Healthcare

ADD / ADHD
Allergies
Anxiety Disorders
Asthma
Arthritis
Back Pain
Bipolar Disorder
Botox
Cancer & Stage
Chronic Pain
Colitis
Dementia
Depression
Diabetes
Elective / Plastic Surgery
Emphysema
Erectile Dysfunction
Glasses / Contact Lenses
Hearing Aid
High Blood Pressure
High Cholesterol
Hypertension
Infertility
Menopause
Migraines
Multiple Sclerosis
Obesity
Parkinson's Disease
Pneumonia
Psoriasis/Eczema
Rheumatoid Arthritis
Shingles
Sinusitis / Rhinitis
Sleep Disorders
Stroke
Ulcerative Colitis

Mother and Baby

Expecting a Baby
Expecting – Month
Expecting – Year
First Time Parent
Breast Feeding
Products Used Regularly
Brands of Baby Food
Child Allergies

Smoking and Tobacco

Other Tobacco Products
Tobacco – Cigarette Amount
Tobacco – Cigarette Brands
Cigarette Quitting Methods
Tobacco – Do You Smoke
Vape/Electronic Cigarette Usage

Business to Business

Account Managers & Directors
Admin & Executive Assistants
Administrator
Analyst / Senior Analyst
Architect
Asst. Manager / Asst. Director
Attorney
Business Development Director
Buyer
Certified Public Accountant
Chairman / Board Member
Chemist / Scientist
Chief Executive Officer
Chief Financial Officer
Chief Information Officer
Chief Operations Officer
Chief Technology Officer
Computer Analyst
Consultant
Controller
Counselor
Customer Service Representative
Database Administrator
Dentist / Dental Hygienist
Designer
Director / Department Head
Editor / Writer
Educator
Engineer
Executive Officer
Executive VP / Senior VP
Financial Advisor

General Manager
Graphic Designer
Human Resources Director
IT Consultant
IT Manager
Manager / Senior Manager
Marketing Manager / Director
Military / Government
MIS Director
Nurse
Occupational / Physical Therapist
Opticians / Optometrist
Owner / Proprietor / Principal
Pharmacist
Physician / Medical Doctor
Planner / Scheduler
Police Officer / Fire Fighter
President
Product Manager
Programmer
Project Manager
Psychologist
Publisher / Producer
Representative / Sales
Secretary / Treasurer
Social Worker
Software Developer
Student
Supervisor
Systems Administrator
Technicians / Technician Specialists
Tradesman / Trade Specialist
Treasurer
Veterinarian
Vice President / Assistant VP
Web Developer
Webmaster

Frequently Asked Questions

What steps do you take to achieve a representative sample of the target population?

Through our wide range of recruitment channels and offerings, Prodege ensures a diverse composition of people that represent the population required. We maintain a database of over 1,000 demographic and behavioral attributes that are utilized to access sample for our clients' projects. Our experienced Project Management Team starts by understanding our clients' requirements (e.g. a nationally representative sample, or a specific targeted group) and the number of responses needed, ensuring the sample plan is optimized and executed accurately.

What profiling data is held on respondents and how is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects addressed?

Prodege tracks and stores thousands of demographic and behavioral attributes through several channels, including completion of a 20-question profiling survey upon joining the panel. In addition, our members participate in our Daily Poll in which we receive up to 100,000 unique responses in a day which are then appended to their profile. Behavioral data is collected through member engagement with our Search, Offers and Shopping channels to create additional data points passively. If a project requires targeting on criteria not currently captured in member profiles, we can prescreen in real-time and gather tens of thousands of responses within a matter of hours.

Member profiles are updated on an ongoing basis, with continuous refreshing to ensure data remains current. Utilizing our proprietary technology, member data is collected and stored real-time during the registration process, in follow-up surveys, and on the member website. Members can proactively update their profile at any time, or we may send out push notifications letting them know their profile is not complete, or needs updating. Additionally, profiling data collected in a survey can be sent to our database and updated real-time.

What are your quality process? Do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non-response, or (d) speeding?

At Prodege, we take data quality very seriously. We have our own in-house compliance department dedicated to monitoring and eliminating fraudulent panel

members. We combine industry-standard data quality solutions provided by third-party partners, along with our own proprietary techniques to ensure our panel exceeds industry standards. Observed offenders are removed from the panel and not allowed to re-register with the panel.

When we are not providing survey programming for a project, we implement speeder and straightliner traps, honesty and engagement detection and review open-ended responses. Panelists who fail quality metrics are removed and/or replaced, so clients do not pay for poor quality survey completes. These members are then flagged, and monitored within our panel. Any repeat offenders are removed from our panel.

Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents?

Prodege has a series of processes to handle member identity and detect fraud. To confirm respondent identities, we work with third-party industry standard data quality solutions to ensure a member is real and unique upon registration. Members are subject to a double opt-in process by initially joining, then opt-in again to join the research panel. Members cannot enroll more than once, meaning they cannot have more than one profile account in the panel database.

In addition, our in-house compliance department continuously monitors fraud and eliminates threats. This may result in removing panel members or shutting out alien technologies caught cheating the system. As part of our reward verification procedure, Prodege's compliance team has also implemented IP address and mobile phone verification. We continue to evaluate and/or implement additional data quality procedures as new capabilities emerge.

To avoid panelist duplication, we have a dedicated compliance team that continuously monitors our users to prevent fraud. To avoid duplication when supplementing with external sources, we employ proprietary and 3rd party digital fingerprinting technologies.

prodege

TalkToUs@prodege.com
www.prodege.com
/ProdegeLLC

Exhibit 4:
Quality Control Measures for the Surveys

Quality Control Measures for the Surveys

Both likelihood of confusion surveys included a number of quality control measures. Those measures, which were implemented in interviews conducted among NFT purchasers and those conducted among Handbag purchasers, are described below.

1. Both surveys followed "double-blind" interviewing procedures, where respondents did not know key details such as the sponsor or true purpose of the surveys.
2. The surveys were pre-tested. Before starting either survey, a small number of interviews for the survey were conducted online and the data were examined to confirm that responses were recorded properly, that survey skip patterns were followed accurately, and that responses showed an understanding of the questions. Because no changes were made after either pre-test, the interviews from the pre-tests are included in the survey databases.
3. During qualification, qualifying responses were hidden among other, non-qualifying responses. This reduced the likelihood that respondents would guess the answers that would qualify or not qualify them for the surveys.
4. Respondents were instructed not to guess, and survey questions included "I don't know" options to discourage respondents from selecting other responses that may not accurately represent their opinions.
5. Certain question text and responses were rotated to reduce the possibility of order bias, which may occur if respondents are more likely to select a response in a particular position, such as first or last listed response. For example, the order of responses was rotated or randomized in Questions D, E, F, G, H, I, K, M, 3, and 6 of the survey conducted among NFT purchasers; and in Questions D, E, F, G, H, J, L, 3, and 6 of the survey conducted among Handbag purchasers. Each respondent saw responses to those questions in an order that varied across respondents, with "I don't know" presented last.

6. Both surveys included a quality control question. Question J of the survey conducted among NFT purchasers, and Question I of the survey conducted among Handbag purchasers, asked respondents to select the number seven from a list of numbers. Only respondents who selected the proper number continued in the survey.
7. For both surveys, respondents were required to enter their ZIP code at least twice, once in Question C, and again in Question 9 and/or Question 10. Respondents who provided ZIP codes in Questions 9 and 10 that did not match the ZIP code provided in Question C were terminated from the survey.
8. After the interviews were conducted, the amount of time each respondent took to complete their survey was reviewed to confirm that the survey was completed in a reasonable amount of time. Respondents who completed their survey in an unusually short or an unusually long amount of time were removed.
9. At the end of each survey (Question 11 in both surveys), respondents were asked to agree or disagree with the following statement: "I am the person who was invited to participate in this survey. I completed this survey myself, without assistance or advice from any other person or source, and in accordance with the instructions provided in the survey. The answers I have provided are truthful expressions of my situation and opinions." Respondents who did not agree with this statement were terminated from the survey.

10. Respondents were recruited through a panel that maintains some pre-existing information about potential respondents. As an additional validation step, survey responses for gender (Question A in both surveys) and age (Question B in both surveys) were compared with pre-existing panel data. Respondents who provided answers that did not match existing panel data for age or gender were terminated. All respondents in the final databases were validated in this manner.[1]

[1] McCarthy, J. Thomas. §32:170. "Tests of properly conducted survey—Effect of deficiencies in survey methodology." *McCarthy on Trademarks and Unfair Competition*, 5th ed., Thomson Reuters, 2021, pp. 32-487 to 32-488. *See also Paco Sport, Ltd., v. Paco Rabanne Parfums.* No. 96 Civ. 1408(JES). U.S. District Court, S.D. New York, Feb. 17, 2000.

Exhibit 5:
Codes for Analyzing Verbatim Responses for the Surveys

Codes for Analyzing Verbatim Responses for the Surveys

Q.1 What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Q.4 What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Q.7 What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Code	Description
1	Hermès or Birkin
2	MetaBirkins or Rothschild
3	Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others
4	Another technology company, such as Facebook, Meta, Microsoft, or others
5	MetaHandbags
9	Other
10	I don't know

Q.2 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Q.5 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Q.8 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Code	Description
1	**Personal experience or general knowledge**, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter
2	**The look or appearance**, such as the look, appearance, colors, or style of the handbags on the webpage
3	**It says so**, such as reading the information on the webpage
9	Other
10	I don't know

Exhibit 6:
Questionnaire for Interviews Conducted Among NFT Purchasers

Online Survey M

Qualifying Questions:

[DO NOT TARGET OR PRE-SCREEN, EXCEPT TO MEET DEMOGRAPHIC QUOTAS.]
[DO NOT ALLOW RESPONDENTS TO GO BACK TO ANY PREVIOUS QUESTION.]

Thank you for agreeing to participate in this survey. If you need eyeglasses or contact lenses to see the screen clearly, please wear them to complete the survey. Answer every question honestly and to the best of your ability. There are no right or wrong answers; we are only interested in your opinions.

On any question, if you don't know how to answer, it is all right to indicate that you don't know or you are not sure. Do not guess and do not consult any other person or source, such as the Internet, while you complete this survey.

Once you start the survey, please complete it in one session without interruption. Also, do not use your browser's Back button to try to return to a prior question, as this will terminate your survey.

Click or tap "Next" to begin the survey.

A. What is your gender? **(SELECT ONE RESPONSE)**

Female
Male
Non-binary or other
Prefer not to answer

[IF "PREFER NOT TO ANSWER" OR QUOTA FILLED, TERMINATE. IF "MALE" OR "FEMALE" SELECTED, AND RESPONSE DOES NOT MATCH PANEL DATA, COUNT AS "GENDER MISMATCH," TERMINATE. OTHERWISE, CONTINUE.]

B. What is your age? **(SELECT ONE RESPONSE)**

17 years old or younger
18 to 34 years old
35 to 54 years old
55 years old or older
Prefer not to answer

[IF "17 YEARS OLD OR YOUNGER," "PREFER NOT TO ANSWER," OR QUOTA FILLED, TERMINATE. IF RESPONSE DOES NOT MATCH PANEL DATA, COUNT AS "AGE MISMATCH," TERMINATE. OTHERWISE, CONTINUE.]

C. Please enter the ZIP code of your home address.

[_____]
[5-DIGIT NUMERIC RESPONSE]

[ASSIGN ZIP CODE TO GEOGRAPHY. IF QUOTA FILLED, TERMINATE. OTHERWISE, CONTINUE.]

D. Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer **[ROTATE:** yes, no,**]** or you don't know. **(SELECT ONE RESPONSE FOR EACH TYPE OF ITEM)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "I DON'T KNOW" LAST.]
Yes, I am likely to purchase this type of item in the next 12 months
No, I am not likely to purchase this type of item in the next 12 months
I don't know

TYPES OF ITEMS
[RANDOMIZE ORDER.]
A Non-Fungible Token, or NFT
A Virtual Private Network subscription, or VPN subscription
A Virtual Reality headset, or VR headset
A website domain, or URL

[IF "YES" TO "NFT," CONTINUE. OTHERWISE, TERMINATE.]

E. Which, if any, of the following types of Non-Fungible Tokens (NFTs) are you likely to purchase in the next 12 months? **(SELECT ALL THAT APPLY)**

[RANDOMIZE ORDER. ANCHOR "NFT FOR SOMETHING ELSE" AND "I DON'T KNOW" LAST.]
An NFT for digital artwork
An NFT for fashion apparel or fashion accessories
An NFT for music
An NFT for a video game item or video game asset
An NFT for sports memorabilia
An NFT for something else not listed above
I don't know **[EXCLUSIVE]**

[IF "ARTWORK," AND/OR "FASHION" SELECTED, CONTINUE. OTHERWISE, TERMINATE.]

F. Which, if any, of the following ranges best reflects the most you would be willing to spend to purchase an NFT? **(SELECT ONE RESPONSE)**

[REVERSE ORDER. ANCHOR "I DON'T KNOW" LAST]
Less than $1,000
$1,000 - $2,499
$2,500 - $4,999
$5,000 or more
I don't know

[IF "$2,500-$4,999" OR "$5,000 OR MORE" SELECTED, CONTINUE. OTHERWISE, TERMINATE.]

G. If you purchased something online, which, if any, of the following payment methods would you consider using? **(SELECT ALL THAT APPLY)**

[RANDOMIZE ORDER. ANCHOR "SOMETHING ELSE" AND "I DON'T KNOW" LAST.]
Cryptocurrency
Credit card
Check
Something else not listed above
I don't know

[IF "CRYPTOCURRENCY" AND/OR "CREDIT CARD" SELECTED, CONTINUE. OTHERWISE, TERMINATE.]

H. Do you or does any member of your household work for any of the following types of companies? For each type of company, please answer **[MATCH ORDER TO Q.D**: yes, no,**]** or you don't know. **(SELECT ONE RESPONSE FOR EACH TYPE OF COMPANY)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "I DON'T KNOW" LAST.]
Yes, someone in my household works for this type of company
No, no one in my household works for this type of company
I don't know

TYPES OF COMPANIES
[RANDOMIZE.]
An advertising or public relations agency
A marketing research agency
A company that creates or mints NFTs

[IF "NO" TO ALL, CONTINUE. OTHERWISE, TERMINATE.]

I. How many surveys about Non-Fungible Tokens (NFTs) have you completed in the past month? **(SELECT ONE RESPONSE)**

[MATCH REVERSE ORDER TO Q.F. ANCHOR "I DON'T KNOW" LAST.]
None
1 to 2
3 or more
I don't know

[IF "NONE," CONTINUE. OTHERWISE, TERMINATE.]

J. For quality control purposes, please select the number seven from the list below. **(SELECT ONE RESPONSE)**

1
3
5
7
9

[IF "7," CONTINUE. OTHERWISE, TERMINATE.]

K. Please indicate the type of device you are using to take this survey. **(SELECT ONE RESPONSE)**

[RANDOMIZE ORDER. ANCHOR "OTHER" AND "I DON'T KNOW" LAST.]
Desktop computer
Laptop computer
Tablet
Smartphone
Some other type of device not listed above
I don't know

[IF "OTHER" OR "I DON'T KNOW," OR IF SMARTPHONE QUOTA FILLED, TERMINATE. OTHERWISE, CONTINUE.]

[CELL ASSIGNMENT: ASSIGN QUALIFIED RESPONDENTS TO LEAST FULL CELL.]

Main Questionnaire:

L. As a reminder, if you need eyeglasses or contact lenses to see the screen clearly, please put them on now.

Below is a webpage that you may or may not have seen before. Please look at the webpage as you typically would if you came across this page online.

Because this is a picture of a webpage, the links in the picture are not active.

You may need to scroll to see all of the webpage.

When you are ready to proceed, click or tap the "Next" button, which will appear below the webpage after a brief pause.

[SHOW ASSIGNED WEBPAGE. DISPLAY "NEXT" BUTTON BELOW THE WEBPAGE AFTER A 15-SECOND PAUSE.]

M. Did you see the webpage clearly? **(SELECT ONE RESPONSE)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "I DON'T KNOW" LAST.]
Yes, I did see the webpage clearly
No, I did not see the webpage clearly
I don't know

[IF "YES" CONTINUE. OTHERWISE, TERMINATE.]

N. Now you will be asked a few questions about the webpage you just viewed. The webpage will appear below each question if you would like to view it again.

As before, please do not guess. If you do not know the answer to a question or do not have an opinion, please indicate that you do not know.

[FOR QUESTIONS 1 THROUGH 8, SHOW THE ASSIGNED WEBPAGE BELOW EACH QUESTION AND ALSO BELOW THE "NEXT" BUTTON.]

1. What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.'" **IF "DON'T KNOW" IS SELECTED, SKIP TO Q.3. OTHERWISE, CONTINUE.]**

2. What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[IF ASKED, RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.'"**]**

3. Are you aware of any other brands or products made or provided by whoever makes or provides the items shown on the webpage? Please answer **[MATCH ORDER TO Q.D:** yes, no,**]** or you don't know. **(SELECT ONE RESPONSE)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "I DON'T KNOW" LAST.]
Yes, I am aware of other brands or products made or provided by whoever makes or provides these items
No, I am not aware of other brands or products made or provided by whoever makes or provides these items
I don't know

[IF "YES," CONTINUE. OTHERWISE, SKIP TO Q.6.]

4. What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[IF ASKED, RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.' **IF "DON'T KNOW" IS SELECTED, SKIP TO Q.6. OTHERWISE, CONTINUE.]**

5. What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[IF ASKED, RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.'"**]**

6. Do you think that whoever makes or provides the items shown on the webpage… **(SELECT ONE RESPONSE)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "DON'T KNOW" LAST.]
Is sponsored, authorized, or approved by another company, person or brand
Is not sponsored, authorized, or approved by another company, person or brand
I don't know

[IF "IS," CONTINUE. OTHERWISE, SKIP TO Q.9.]

7. What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[IF ASKED, RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.'" **IF "DON'T KNOW" IS SELECTED, SKIP TO Q.9. OTHERWISE, CONTINUE.]**

8. What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[IF ASKED, RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.'"**]**

9. Please re-enter the ZIP code of your home address.

[_____]
[5-DIGIT NUMERIC RESPONSE]

[IF ZIP CODE DOES NOT MATCH Q.C, CONTINUE. OTHERWISE, SKIP TO Q.11]

10. To verify, please re-enter the ZIP code of your home address.

[_____]
[5-DIGIT NUMERIC RESPONSE]

[IF ZIP CODE MATCHES Q.C, CONTINUE. OTHERWISE, TERMINATE.]

11. Please read the statement that follows and select either "I agree" or "I disagree." If any portion of the statement is not true, please select "I disagree."

STATEMENT
I am the person who was invited to participate in this survey. I completed this survey myself, without assistance or advice from any other person or source, and in accordance with the instructions provided in the survey. The answers I have provided are truthful expressions of my situation and opinions.

I agree	**I disagree**

Your response to the above statement will not affect your rewards for completing the survey.

[IF "I DISAGREE," COUNT RESPONDENT AS TERMINATED. DO NOT COUNT AS A COMPLETED INTERVIEW AND DO NOT COUNT TOWARD QUOTAS. REGARDLESS OF ANSWER, CONTINUE AND REWARD RESPONDENT FOR COMPLETION. DISPLAY Q.12.]

12. Thank you for completing our survey.

Exhibit 7:
Terminations and Removals for Interviews Conducted Among NFT Purchasers

Terminations and Removals for Interviews Conducted Among NFT Purchasers

Reason for Termination or Removal		Counts
Q.A	Gender[1]	78
Q.B	Age[2]	243
Q.C	ZIP code	20
Q.D	Likely to purchase a Non-Fungible Token, or NFT in the next 12 months	2,384
Q.E	Types of Non-Fungible Tokens (NFTs) likely to purchase in the next 12 months - NFT for digital artwork and/or NFT for fashion apparel or fashion accessories	334
Q.F	Amount willing to spend to purchase an NFT	384
Q.G	If purchased something online, payment methods would consider using	6
Q.H	Type of company work for	93
Q.I	Completed surveys about Non-Fungible Tokens (NFTs) in the past month	40
Q.J	Quality control, select number "7"	1
Q.K	Device used to take the survey	0
Q.M	Did not see the webpage clearly	3
Q.10	ZIP code match	2
Q.11	Agree with statement	1
Respondents removed from the survey database:		
	Provided open-ended responses that reflected a lack of attention	13
	Time to complete the survey[3]	5
	Provided open-ended responses that reflected a lack of attention and time to complete the survey	2
Total number of respondents terminated or removed		**3,609**

[1] Includes 18 respondents who selected "Prefer not to answer," and 60 who selected a gender that did not match the gender on file with the panel provider.

[2] Includes 40 respondents who selected "Prefer not to answer" or indicated their age was "17 years old or younger," and 203 who selected an age that did not match the age on file with the panel provider.

[3] Includes respondents who took less than two minutes or more than one hour to complete the survey.

Exhibit 8:
Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.A What is your gender? (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
Female	70	38	32	34.8%	39.2%	30.8%
Male	131	59	72	65.2%	60.8%	69.2%
Non-binary or other	0	0	0	0.0%	0.0%	0.0%
Prefer not to answer	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.B What is your age? (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
17 years old or younger	0	0	0	0.0%	0.0%	0.0%
18 to 34 years old	96	48	48	47.8%	49.5%	46.2%
35 to 54 years old	96	45	51	47.8%	46.4%	49.0%
55 years old or older	9	4	5	4.5%	4.1%	4.8%
Prefer not to answer	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.C Please enter the ZIP code of your home address.
Region

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
Midwest	38	17	21	18.9%	17.5%	20.2%
Northeast	34	20	14	16.9%	20.6%	13.5%
South	88	41	47	43.8%	42.3%	45.2%
West	41	19	22	20.4%	19.6%	21.2%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.D Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM)

Summary of "Yes, I am likely to purchase this type of item in the next 12 months"

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
A Non-Fungible Token, or NFT	201	97	104	100.0%	100.0%	100.0%
A Virtual Private Network subscription, or VPN subscription	173	86	87	86.1%	88.7%	83.7%
A Virtual Reality headset, or VR headset	181	88	93	90.0%	90.7%	89.4%
A website domain, or URL	150	68	82	74.6%	70.1%	78.8%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.E Which, if any, of the following types of Non-Fungible Tokens (NFTs) are you likely to purchase in the next 12 months? (SELECT ALL THAT APPLY)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
An NFT for digital artwork	181	88	93	90.0%	90.7%	89.4%
An NFT for fashion apparel or fashion accessories	134	63	71	66.7%	64.9%	68.3%
An NFT for music	141	66	75	70.1%	68.0%	72.1%
An NFT for a video game item or video game asset	168	85	83	83.6%	87.6%	79.8%
An NFT for sports memorabilia	142	71	71	70.6%	73.2%	68.3%
An NFT for something else not listed above	32	9	23	15.9%	9.3%	22.1%
I don’t know	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.F Which, if any, of the following ranges best reflects the most you would be willing to spend to purchase an NFT? (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
Less than $1,000	0	0	0	0.0%	0.0%	0.0%
$1,000 - $2,499	0	0	0	0.0%	0.0%	0.0%
$2,500 - $4,999	123	59	64	61.2%	60.8%	61.5%
$5,000 or more	78	38	40	38.8%	39.2%	38.5%
I don't know	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.G If you purchased something online, which, if any, of the following payment methods would you consider using? (SELECT ALL THAT APPLY)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
Cryptocurrency	192	96	96	95.5%	99.0%	92.3%
Credit card	190	93	97	94.5%	95.9%	93.3%
Check	84	33	51	41.8%	34.0%	49.0%
Something else not listed above	23	9	14	11.4%	9.3%	13.5%
I don’t know	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.H Do you or does any member of your household work for any of the following types of companies? For each type of company, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF COMPANY)

Summary of "No, no one in my household works for this type of company"

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
An advertising or public relations agency	201	97	104	100.0%	100.0%	100.0%
A marketing research agency	201	97	104	100.0%	100.0%	100.0%
A company that creates or mints NFTs	201	97	104	100.0%	100.0%	100.0%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.I How many surveys about Non-Fungible Tokens (NFTs) have you completed in the past month? (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
None	201	97	104	100.0%	100.0%	100.0%
1 to 2	0	0	0	0.0%	0.0%	0.0%
3 or more	0	0	0	0.0%	0.0%	0.0%
I don't know	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.J For quality control purposes, please select the number seven from the list below. (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
1	0	0	0	0.0%	0.0%	0.0%
3	0	0	0	0.0%	0.0%	0.0%
5	0	0	0	0.0%	0.0%	0.0%
7	201	97	104	100.0%	100.0%	100.0%
9	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.K Please indicate the type of device you are using to take this survey. (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
Desktop computer	64	33	31	31.8%	34.0%	29.8%
Laptop computer	66	36	30	32.8%	37.1%	28.8%
Tablet	7	2	5	3.5%	2.1%	4.8%
Smartphone	64	26	38	31.8%	26.8%	36.5%
Some other type of device not listed above	0	0	0	0.0%	0.0%	0.0%
I don't know	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.M Did you see the webpage clearly? (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	201	97	104	100.0%	100.0%	100.0%
Yes, I did see the webpage clearly	201	97	104	100.0%	100.0%	100.0%
No, I did not see the webpage clearly	0	0	0	0.0%	0.0%	0.0%
I don't know	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.1 What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Hermès or Birkin	17	2	17.5%	1.9%
MetaBirkins or Rothschild	50	18	51.5%	17.3%
Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others	13	11	13.4%	10.6%
Another technology company, such as Facebook, Meta, Microsoft, or others	12	24	12.4%	23.1%
MetaHandbags	0	24	0.0%	23.1%
Other	8	15	8.2%	14.4%
I don't know	10	17	10.3%	16.3%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.2 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Personal experience or general knowledge, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter	11	9	11.3%	8.7%
The look or appearance, such as the look, appearance, colors, or style of the handbags on the webpage	11	9	11.3%	8.7%
It says so, such as reading the information on the webpage	45	45	46.4%	43.3%
Other	19	19	19.6%	18.3%
I don't know	4	8	4.1%	7.7%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.3 Are you aware of any other brands or products made or provided by whoever makes or provides the items shown on the webpage? Please answer yes, no, or you don't know. (SELECT ONE RESPONSE)

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Yes, I am aware of other brands or products made or provided by whoever makes or provides these items	50	48	51.5%	46.2%
No, I am not aware of other brands or products made or provided by whoever makes or provides these items	40	52	41.2%	50.0%
I don't know	7	4	7.2%	3.8%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.4 What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Hermès or Birkin	9	1	9.3%	1.0%
MetaBirkins or Rothschild	9	4	9.3%	3.8%
Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others	8	4	8.2%	3.8%
Another technology company, such as Facebook, Meta, Microsoft, or others	7	10	7.2%	9.6%
MetaHandbags	0	2	0.0%	1.9%
Other	11	19	11.3%	18.3%
I don't know	10	10	10.3%	9.6%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.4 What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Excludes double counting of respondents

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Hermès or Birkin	4	1	4.1%	1.0%
MetaBirkins or Rothschild	4	2	4.1%	1.9%
Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others	3	1	3.1%	1.0%
Another technology company, such as Facebook, Meta, Microsoft, or others	4	6	4.1%	5.8%
MetaHandbags	0	1	0.0%	1.0%
Other	8	18	8.2%	17.3%
I don't know	8	6	8.2%	5.8%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.5 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Personal experience or general knowledge, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter	8	10	8.2%	9.6%
The look or appearance, such as the look, appearance, colors, or style of the handbags on the webpage	8	2	8.2%	1.9%
It says so, such as reading the information on the webpage	8	15	8.2%	14.4%
Other	10	9	10.3%	8.7%
I don't know	8	2	8.2%	1.9%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.5 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Excludes double counting of respondents

Base: All Respondents

	Counts		Percentages	
	Test Webpage	**Control Webpage**	**Test Webpage**	**Control Webpage**
Sample size	97	104	100.0%	100.0%
Personal experience or general knowledge, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter	6	7	6.2%	6.7%
The look or appearance, such as the look, appearance, colors, or style of the handbags on the webpage	6	2	6.2%	1.9%
It says so, such as reading the information on the webpage	0	3	0.0%	2.9%
Other	3	5	3.1%	4.8%
I don't know	8	2	8.2%	1.9%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.6 Do you think that whoever makes or provides the items shown on the webpage… (SELECT ONE RESPONSE)

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Is sponsored, authorized, or approved by another company, person or brand	59	59	60.8%	56.7%
Is not sponsored, authorized, or approved by another company, person or brand	25	32	25.8%	30.8%
I don't know	13	13	13.4%	12.5%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.7 What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Hermès or Birkin	3	1	3.1%	1.0%
MetaBirkins or Rothschild	7	5	7.2%	4.8%
Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others	6	8	6.2%	7.7%
Another technology company, such as Facebook, Meta, Microsoft, or others	9	18	9.3%	17.3%
MetaHandbags	0	5	0.0%	4.8%
Other	9	8	9.3%	7.7%
I don't know	26	17	26.8%	16.3%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.7 What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Excludes double counting of respondents

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Hermès or Birkin	0	0	0.0%	0.0%
MetaBirkins or Rothschild	1	3	1.0%	2.9%
Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others	3	6	3.1%	5.8%
Another technology company, such as Facebook, Meta, Microsoft, or others	6	10	6.2%	9.6%
MetaHandbags	0	3	0.0%	2.9%
Other	6	6	6.2%	5.8%
I don't know	17	10	17.5%	9.6%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.8 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Personal experience or general knowledge, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter	4	8	4.1%	7.7%
The look or appearance, such as the look, appearance, colors, or style of the handbags on the webpage	2	1	2.1%	1.0%
It says so, such as reading the information on the webpage	14	13	14.4%	12.5%
Other	7	14	7.2%	13.5%
I don't know	6	6	6.2%	5.8%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.8 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Excludes double counting of respondents

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Personal experience or general knowledge, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter	2	3	2.1%	2.9%
The look or appearance, such as the look, appearance, colors, or style of the handbags on the webpage	0	0	0.0%	0.0%
It says so, such as reading the information on the webpage	3	6	3.1%	5.8%
Other	2	6	2.1%	5.8%
I don't know	4	4	4.1%	3.8%

Cross Tabulation Tables for Interviews Conducted Among NFT Purchasers

Q.1 What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."
Q.4 What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."
Q.7 What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Excludes double counting of respondents

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	97	104	100.0%	100.0%
Mentions of Hermès and/or Birkin				
Likelihood of confusion (Q.1, Q.4, and Q.7)	**21**	**3**	**21.6%**	**2.9%**
Confusion as to source (Q.1)	17	2	17.5%	1.9%
Confusion as to other brands or products (Q.4)	4	1	4.1%	1.0%
Confusion as to sponsorship, authorization, or approval (Q.7)	0	0	0.0%	0.0%

Exhibit 9:
Questionnaire for Interviews Conducted Among Handbag Purchasers

Online Survey B

Qualifying Questions:

[DO NOT TARGET OR PRE-SCREEN, EXCEPT TO MEET DEMOGRAPHIC QUOTAS.]
[DO NOT ALLOW RESPONDENTS TO GO BACK TO ANY PREVIOUS QUESTION.]

Thank you for agreeing to participate in this survey. If you need eyeglasses or contact lenses to see the screen clearly, please wear them to complete the survey. Answer every question honestly and to the best of your ability. There are no right or wrong answers; we are only interested in your opinions.

On any question, if you don't know how to answer, it is all right to indicate that you don't know or you are not sure. Do not guess and do not consult any other person or source, such as the Internet, while you complete this survey.

Once you start the survey, please complete it in one session without interruption. Also, do not use your browser's Back button to try to return to a prior question, as this will terminate your survey.

Click or tap "Next" to begin the survey.

A. What is your gender? **(SELECT ONE RESPONSE)**

Female
Male
Non-binary or other
Prefer not to answer

[IF "PREFER NOT TO ANSWER" OR QUOTA FILLED, TERMINATE. IF "MALE" OR "FEMALE" SELECTED, AND RESPONSE DOES NOT MATCH PANEL DATA, COUNT AS "GENDER MISMATCH," TERMINATE. OTHERWISE, CONTINUE.]

B. What is your age? **(SELECT ONE RESPONSE)**

17 years old or younger
18 to 34 years old
35 to 54 years old
55 years old or older
Prefer not to answer

[IF "17 YEARS OLD OR YOUNGER," "PREFER NOT TO ANSWER," OR QUOTA FILLED, TERMINATE. IF RESPONSE DOES NOT MATCH PANEL DATA, COUNT AS "AGE MISMATCH," TERMINATE. OTHERWISE, CONTINUE.]

C. Please enter the ZIP code of your home address.

[_____]
[5-DIGIT NUMERIC RESPONSE]

[ASSIGN ZIP CODE TO GEOGRAPHY. IF QUOTA FILLED, TERMINATE. OTHERWISE, CONTINUE.]

D. Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer **[ROTATE:** yes, no,**]** or you don't know. **(SELECT ONE RESPONSE FOR EACH TYPE OF ITEM)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "I DON'T KNOW" LAST.]
Yes, I am likely to purchase this type of item in the next 12 months
No, I am not likely to purchase this type of item in the next 12 months
I don't know

TYPES OF ITEMS
[RANDOMIZE ORDER.]
A handbag
A belt
A pair of shoes
A wallet
A watch

[IF "YES" TO "HANDBAG," CONTINUE. OTHERWISE, TERMINATE.]

E. Which, if any, of the following ranges best reflects the most you would be willing to spend to purchase a handbag? **(SELECT ONE RESPONSE)**

[REVERSE ORDER WITH "I DON'T KNOW" ANCHORED LAST]
Less than $1,000
$1,000 - $4,999
$5,000 - $9,999
$10,000 or more
I don't know

[IF "$10,000" SELECTED, CONTINUE. OTHERWISE, TERMINATE.]

F. Which, if any, of the following types of content do you typically read online? For each type of content, please answer **[MATCH ORDER TO Q.D:** yes, no,**]** or you don't know. **(SELECT ONE RESPONSE FOR EACH TYPE OF CONTENT)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "I DON'T KNOW" LAST.]
Yes, I do typically read this type of content online
No, I do not typically read this type of content online
I don't know

TYPES OF CONTENT
[RANDOMIZE ORDER.]
Content about fashion
Content about artwork
Content about personal finance
Content about sports
Content about wellness
Content about entertainment

[IF YES TO "FASHION" OR "ARTWORK," CONTINUE. OTHERWISE, TERMINATE.]

G. Do you or does any member of your household work for any of the following types of companies? For each type of company, please answer **[MATCH ORDER TO Q.D**: yes, no,**]** or you don't know. **(SELECT ONE RESPONSE FOR EACH TYPE OF COMPANY)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "I DON'T KNOW" LAST.]
Yes, someone in my household works for this type of company
No, no one in my household works for this type of company
I don't know

TYPES OF COMPANIES
[RANDOMIZE.]
An advertising or public relations agency
A marketing research agency
A company that manufactures handbags

[IF "NO" TO ALL, CONTINUE. OTHERWISE, TERMINATE.]

H. How many surveys about handbags have you completed in the past month? **(SELECT ONE RESPONSE)**

[MATCH REVERSE ORDER TO Q.E. ANCHOR "I DON'T KNOW" LAST.]
None
1 to 2
3 or more
I don't know

[IF "NONE," CONTINUE. OTHERWISE, TERMINATE.]

I. For quality control purposes, please select the number seven from the list below. **(SELECT ONE RESPONSE)**

1
3
5
7
9

[IF "7," CONTINUE. OTHERWISE, TERMINATE.]

J. Please indicate the type of device you are using to take this survey. **(SELECT ONE RESPONSE)**

[RANDOMIZE ORDER. ANCHOR "OTHER" AND "I DON'T KNOW" LAST.]
Desktop computer
Laptop computer
Tablet
Smartphone
Some other type of device not listed above
I don't know

[IF "OTHER" OR "I DON'T KNOW," OR IF SMARTPHONE QUOTA FILLED, TERMINATE. OTHERWISE, CONTINUE.]

[CELL ASSIGNMENT: ASSIGN QUALIFIED RESPONDENTS TO LEAST FULL CELL.]

Main Questionnaire:

K. As a reminder, if you need eyeglasses or contact lenses to see the screen clearly, please put them on now.

Below is a webpage that you may or may not have seen before. Please look at the webpage as you typically would if you came across this page online.

Because this is a picture of a webpage, the links in the picture are not active.

You may need to scroll to see all of the webpage.

When you are ready to proceed, click or tap the "Next" button, which will appear below the webpage after a brief pause.

[SHOW ASSIGNED WEBPAGE. DISPLAY "NEXT" BUTTON BELOW THE WEBPAGE AFTER A 15-SECOND PAUSE.]

L. Did you see the webpage clearly? **(SELECT ONE RESPONSE)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "I DON'T KNOW" LAST.]
Yes, I did see the webpage clearly
No, I did not see the webpage clearly
I don't know

[IF "YES" CONTINUE. OTHERWISE, TERMINATE.]

M. Now you will be asked a few questions about the webpage you just viewed. The webpage will appear below each question if you would like to view it again.

As before, please do not guess. If you do not know the answer to a question or do not have an opinion, please indicate that you do not know.

[FOR QUESTIONS 1 THROUGH 8, SHOW THE ASSIGNED WEBPAGE BELOW EACH QUESTION AND ALSO BELOW THE "NEXT" BUTTON.]

1. What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.'" **IF "DON'T KNOW" IS SELECTED, SKIP TO Q.3. OTHERWISE, CONTINUE.]**

2. What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[IF ASKED, RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.'"**]**

3. Are you aware of any other brands or products made or provided by whoever makes or provides the items shown on the webpage? Please answer **[MATCH ORDER TO Q.D:** yes, no,**]** or you don't know. **(SELECT ONE RESPONSE)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "I DON'T KNOW" LAST.]
Yes, I am aware of other brands or products made or provided by whoever makes or provides these items
No, I am not aware of other brands or products made or provided by whoever makes or provides these items
I don't know

[IF "YES," CONTINUE. OTHERWISE, SKIP TO Q.6.]

4. What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[IF ASKED, RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.' **IF "DON'T KNOW" IS SELECTED, SKIP TO Q.6. OTHERWISE, CONTINUE.]**

5. What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[IF ASKED, RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.'"**]**

6. Do you think that whoever makes or provides the items shown on the webpage… **(SELECT ONE RESPONSE)**

RESPONSES
[MATCH ORDER TO Q.D. ANCHOR "DON'T KNOW" LAST.]
Is sponsored, authorized, or approved by another company, person or brand
Is not sponsored, authorized, or approved by another company, person or brand
I don't know

[IF "IS," CONTINUE. OTHERWISE, SKIP TO Q.9.]

7. What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[IF ASKED, RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.'" **IF "DON'T KNOW" IS SELECTED, SKIP TO Q.9. OTHERWISE, CONTINUE.]**

8. What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

❑ I don't know. **[EXCLUSIVE]**

[IF ASKED, RESPONDENT MUST PROVIDE A VERBATIM OR SELECT "I DON'T KNOW." OTHERWISE, PROVIDE THIS MESSAGE, "You must provide an answer or select 'I don't know.'"**]**

9. Please re-enter the ZIP code of your home address.

[_____]
[5-DIGIT NUMERIC RESPONSE]

[IF ZIP CODE DOES NOT MATCH Q.C, CONTINUE. OTHERWISE, SKIP TO Q.11]

10. To verify, please re-enter the ZIP code of your home address.

[_____]
[5-DIGIT NUMERIC RESPONSE]

[IF ZIP CODE MATCHES Q.C, CONTINUE. OTHERWISE, TERMINATE.]

11. Please read the statement that follows and select either "I agree" or "I disagree." If any portion of the statement is not true, please select "I disagree."

STATEMENT
I am the person who was invited to participate in this survey. I completed this survey myself, without assistance or advice from any other person or source, and in accordance with the instructions provided in the survey. The answers I have provided are truthful expressions of my situation and opinions.

I agree	**I disagree**

Your response to the above statement will not affect your rewards for completing the survey.

[IF "I DISAGREE," COUNT RESPONDENT AS TERMINATED. DO NOT COUNT AS A COMPLETED INTERVIEW AND DO NOT COUNT TOWARD QUOTAS. REGARDLESS OF ANSWER, CONTINUE AND REWARD RESPONDENT FOR COMPLETION. DISPLAY Q.12.]

12. Thank you for completing our survey.

Exhibit 10:
Terminations and Removals for Interviews Conducted Among Handbag Purchasers

Terminations and Removals for Interviews Conducted Among Handbag Purchasers

Reason for Termination or Removal		Counts
Q.A	Gender[1]	122
Q.B	Age[2]	278
Q.C	ZIP code	31
Q.D	Likely to purchase a handbag in the next 12 months	2,475
Q.E	The most willing to spend to purchase a handbag	2,595
Q.F	Types of content typically read online - Content about fashion and/or artwork	11
Q.G	Type of company work for	39
Q.H	Completed surveys about handbags in the past month	3
Q.I	Quality control, select number "7"	1
Q.J	Device used to take the survey	0
Q.L	Did not see the webpage clearly	1
Q.10	ZIP code match	1
Q.11	Agree with statement	0
Respondents removed from the survey database:		
	Provided open-ended responses that reflected a lack of attention	10
	Time to complete the survey[3]	10
	Provided open-ended responses that reflected a lack of attention and time to complete the survey	1
Total number of respondents terminated or removed		**5,578**

[1] Includes 24 respondents who selected "Prefer not to answer," and 98 who selected a gender that did not match the gender on file with the panel provider.

[2] Includes 49 respondents who selected "Prefer not to answer" or indicated their age was "17 years old or younger," and 229 who selected an age that did not match the age on file with the panel provider.

[3] Includes respondents who took less than two minutes or more than one hour to complete the survey.

Exhibit 11:
Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.A What is your gender? (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
Female	119	66	53	72.6%	77.6%	67.1%
Male	45	19	26	27.4%	22.4%	32.9%
Non-binary or other	0	0	0	0.0%	0.0%	0.0%
Prefer not to answer	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.B What is your age? (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
17 years old or younger	0	0	0	0.0%	0.0%	0.0%
18 to 34 years old	75	36	39	45.7%	42.4%	49.4%
35 to 54 years old	87	49	38	53.0%	57.6%	48.1%
55 years old or older	2	0	2	1.2%	0.0%	2.5%
Prefer not to answer	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.C Please enter the ZIP code of your home address.
Region

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
Midwest	33	17	16	20.1%	20.0%	20.3%
Northeast	33	22	11	20.1%	25.9%	13.9%
South	52	25	27	31.7%	29.4%	34.2%
West	46	21	25	28.0%	24.7%	31.6%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.D Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM)

Summary of "Yes, I am likely to purchase this type of item in the next 12 months"

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
A handbag	164	85	79	100.0%	100.0%	100.0%
A belt	103	48	55	62.8%	56.5%	69.6%
A pair of shoes	142	76	66	86.6%	89.4%	83.5%
A wallet	159	82	77	97.0%	96.5%	97.5%
A watch	127	68	59	77.4%	80.0%	74.7%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.E Which, if any, of the following ranges best reflects the most you would be willing to spend to purchase a handbag? (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
Less than $1,000	0	0	0	0.0%	0.0%	0.0%
$1,000 - $4,999	0	0	0	0.0%	0.0%	0.0%
$5,000 - $9,999	0	0	0	0.0%	0.0%	0.0%
$10,000 or more	164	85	79	100.0%	100.0%	100.0%
I don’t know	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.F Which, if any, of the following types of content do you typically read online? For each type of content, please answer [MATCH ORDER TO Q.D: yes, no,] or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF CONTENT)

Summary of "Yes, I do typically read this type of content online"

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
Content about fashion	159	81	78	97.0%	95.3%	98.7%
Content about artwork	148	80	68	90.2%	94.1%	86.1%
Content about personal finance	138	77	61	84.1%	90.6%	77.2%
Content about sports	125	67	58	76.2%	78.8%	73.4%
Content about wellness	134	70	64	81.7%	82.4%	81.0%
Content about entertainment	136	66	70	82.9%	77.6%	88.6%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.G Do you or does any member of your household work for any of the following types of companies? For each type of company, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF COMPANY)

Summary of "No, no one in my household works for this type of company"

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
An advertising or public relations agency	164	85	79	100.0%	100.0%	100.0%
A marketing research agency	164	85	79	100.0%	100.0%	100.0%
A company that manufactures handbags	164	85	79	100.0%	100.0%	100.0%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.H How many surveys about handbags have you completed in the past month? (SELECT ONE RESPONSE)

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
None	164	85	79	100.0%	100.0%	100.0%
1 to 2	0	0	0	0.0%	0.0%	0.0%
3 or more	0	0	0	0.0%	0.0%	0.0%
I don't know	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.I For quality control purposes, please select the number seven from the list below. (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
1	0	0	0	0.0%	0.0%	0.0%
3	0	0	0	0.0%	0.0%	0.0%
5	0	0	0	0.0%	0.0%	0.0%
7	164	85	79	100.0%	100.0%	100.0%
9	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.J Please indicate the type of device you are using to take this survey. (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
Desktop computer	134	67	67	81.7%	78.8%	84.8%
Laptop computer	20	12	8	12.2%	14.1%	10.1%
Tablet	0	0	0	0.0%	0.0%	0.0%
Smartphone	10	6	4	6.1%	7.1%	5.1%
Some other type of device not listed above	0	0	0	0.0%	0.0%	0.0%
I don't know	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.L Did you see the webpage clearly? (SELECT ONE RESPONSE)

Base: All Respondents

	Counts			Percentages		
	All Respondents	Test Webpage	Control Webpage	All Respondents	Test Webpage	Control Webpage
Sample size	164	85	79	100.0%	100.0%	100.0%
Yes, I did see the webpage clearly	164	85	79	100.0%	100.0%	100.0%
No, I did not see the webpage clearly	0	0	0	0.0%	0.0%	0.0%
I don't know	0	0	0	0.0%	0.0%	0.0%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.1 What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Hermès or Birkin	13	8	15.3%	10.1%
MetaBirkins or Rothschild	33	20	38.8%	25.3%
Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others	10	15	11.8%	19.0%
Another technology company, such as Facebook, Meta, Microsoft, or others	8	12	9.4%	15.2%
MetaHandbags	0	12	0.0%	15.2%
Other	10	3	11.8%	3.8%
I don't know	18	16	21.2%	20.3%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.2 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Personal experience or general knowledge, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter	10	7	11.8%	8.9%
The look or appearance, such as the look, appearance, colors, or style of the handbags on the webpage	22	18	25.9%	22.8%
It says so, such as reading the information on the webpage	11	10	12.9%	12.7%
Other	20	26	23.5%	32.9%
I don't know	6	5	7.1%	6.3%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.3 Are you aware of any other brands or products made or provided by whoever makes or provides the items shown on the webpage? Please answer yes, no, or you don't know. (SELECT ONE RESPONSE)

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Yes, I am aware of other brands or products made or provided by whoever makes or provides these items	55	48	64.7%	60.8%
No, I am not aware of other brands or products made or provided by whoever makes or provides these items	26	30	30.6%	38.0%
I don't know	4	1	4.7%	1.3%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.4 What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Hermès or Birkin	5	4	5.9%	5.1%
MetaBirkins or Rothschild	5	1	5.9%	1.3%
Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others	7	11	8.2%	13.9%
Another technology company, such as Facebook, Meta, Microsoft, or others	1	3	1.2%	3.8%
MetaHandbags	0	2	0.0%	2.5%
Other	22	16	25.9%	20.3%
I don't know	16	11	18.8%	13.9%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.4 What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Excludes double counting of respondents

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Hermès or Birkin	2	2	2.4%	2.5%
MetaBirkins or Rothschild	1	1	1.2%	1.3%
Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others	5	9	5.9%	11.4%
Another technology company, such as Facebook, Meta, Microsoft, or others	0	2	0.0%	2.5%
MetaHandbags	0	2	0.0%	2.5%
Other	16	14	18.8%	17.7%
I don't know	9	5	10.6%	6.3%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.5 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Personal experience or general knowledge, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter	9	13	10.6%	16.5%
The look or appearance, such as the look, appearance, colors, or style of the handbags on the webpage	9	9	10.6%	11.4%
It says so, such as reading the information on the webpage	3	2	3.5%	2.5%
Other	11	11	12.9%	13.9%
I don't know	8	5	9.4%	6.3%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.5 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Excludes double counting of respondents

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Personal experience or general knowledge, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter	7	13	8.2%	16.5%
The look or appearance, such as the look, appearance, colors, or style of the handbags on the webpage	5	5	5.9%	6.3%
It says so, such as reading the information on the webpage	2	1	2.4%	1.3%
Other	6	6	7.1%	7.6%
I don't know	8	5	9.4%	6.3%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.6 Do you think that whoever makes or provides the items shown on the webpage… (SELECT ONE RESPONSE)

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Is sponsored, authorized, or approved by another company, person or brand	64	53	75.3%	67.1%
Is not sponsored, authorized, or approved by another company, person or brand	14	24	16.5%	30.4%
I don't know	7	2	8.2%	2.5%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.7 What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Hermès or Birkin	3	4	3.5%	5.1%
MetaBirkins or Rothschild	5	4	5.9%	5.1%
Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others	10	17	11.8%	21.5%
Another technology company, such as Facebook, Meta, Microsoft, or others	2	5	2.4%	6.3%
MetaHandbags	1	0	1.2%	0.0%
Other	8	4	9.4%	5.1%
I don't know	35	19	41.2%	24.1%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.7 What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Excludes double counting of respondents

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Hermès or Birkin	1	2	1.2%	2.5%
MetaBirkins or Rothschild	1	3	1.2%	3.8%
Another clothing company, media company, or retailer, such as Gucci, Chanel, Vogue, Elle, Forbes, Walmart, Target, or others	3	9	3.5%	11.4%
Another technology company, such as Facebook, Meta, Microsoft, or others	1	2	1.2%	2.5%
MetaHandbags	1	0	1.2%	0.0%
Other	3	3	3.5%	3.8%
I don't know	16	12	18.8%	15.2%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.8 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Personal experience or general knowledge, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter	3	8	3.5%	10.1%
The look or appearance, such as the look, appearance, colors, or style of the handbags on the webpage	7	5	8.2%	6.3%
It says so, such as reading the information on the webpage	0	2	0.0%	2.5%
Other	7	12	8.2%	15.2%
I don't know	14	7	16.5%	8.9%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.8 What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know."

Excludes double counting of respondents

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Personal experience or general knowledge, such as seeing the bags before, reading about the topics elsewhere, or having some previous knowledge of the subject matter	3	6	3.5%	7.6%
The look or appearance, such as the look, appearance, colors, or style of the handbags on the webpage	2	2	2.4%	2.5%
It says so, such as reading the information on the webpage	0	2	0.0%	2.5%
Other	6	2	7.1%	2.5%
I don't know	10	6	11.8%	7.6%

Cross Tabulation Tables for Interviews Conducted Among Handbag Purchasers

Q.1 What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."
Q.4 What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."
Q.7 What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know."

Excludes double counting of respondents

Base: All Respondents

	Counts		Percentages	
	Test Webpage	Control Webpage	Test Webpage	Control Webpage
Sample size	85	79	100.0%	100.0%
Mentions of Hermès and/or Birkin				
Likelihood of confusion (Q.1, Q.4, and Q.7)	**16**	**12**	**18.8%**	**15.2%**
Confusion as to source (Q.1)	13	8	15.3%	10.1%
Confusion as to other brands or products (Q.4)	2	2	2.4%	2.5%
Confusion as to sponsorship, authorization, or approval (Q.7)	1	2	1.2%	2.5%

Exhibit 12:
All Responses for All Interviews Conducted Among NFT Purchasers

- **Survey Data File**
- **Survey Data Map**

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
1	7/8/2022 11:28	7/8/2022 11:42	99.23.15.133	1	2	2	3	11222	2	1	1	1
2	7/8/2022 11:29	7/8/2022 11:52	70.89.16.161	1	2	2	2	19128	2	1	1	1
4	7/8/2022 11:36	7/8/2022 11:43	24.213.46.137	1	1	2	3	49829	1	1	1	1
5	7/8/2022 11:37	7/8/2022 12:09	99.56.179.134	1	2	2	3	64050	1	1	2	2
6	7/8/2022 12:47	7/8/2022 12:55	72.130.201.127	2	2	1	3	96786	4	1	2	1
7	7/8/2022 12:49	7/8/2022 12:52	75.7.13.222	1	1	2	2	74135	3	1	1	2
8	7/8/2022 12:55	7/8/2022 13:01	66.110.250.103	1	1	1	2	27265	3	1	1	1
10	7/8/2022 12:59	7/8/2022 13:05	76.238.248.246	1	2	2	3	75224	3	1	1	1
11	7/8/2022 13:07	7/8/2022 13:15	96.32.209.202	1	2	2	3	30043	3	1	1	1
12	7/8/2022 13:11	7/8/2022 13:17	66.69.200.46	1	2	1	2	78640	3	1	2	1
13	7/8/2022 13:12	7/8/2022 13:16	76.229.144.251	1	2	2	3	20001	3	1	1	3
14	7/8/2022 13:14	7/8/2022 13:25	68.204.184.113	2	2	2	3	32822	3	1	1	1
15	7/8/2022 13:18	7/8/2022 13:24	98.195.78.71	1	2	1	2	77550	3	1	2	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
1	1	1	1	1	1	1	0	0	3	1	1	0	0	0	2
2	1	1	0	1	1	0	0	0	3	1	1	1	0	0	2
4	1	0	1	1	1	0	1	0	3	1	1	1	1	0	2
5	2	1	1	1	1	1	0	0	3	1	1	0	0	0	2
6	2	1	1	1	0	1	0	0	3	1	1	0	0	0	2
7	1	1	1	0	0	0	0	0	4	1	1	0	0	0	2
8	3	1	1	0	1	0	1	0	3	1	1	1	0	0	2
10	1	1	0	1	0	1	0	0	3	1	1	0	0	0	2
11	1	1	1	1	1	1	0	0	3	1	1	0	0	0	2
12	2	0	1	1	1	1	0	0	3	1	1	1	0	0	2
13	2	0	1	0	1	1	0	0	4	0	1	1	0	0	2
14	1	1	0	1	1	0	0	0	3	1	0	0	0	0	2
15	2	1	0	0	0	0	0	0	3	1	0	0	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
1	2	2	1	4	2	2	1	I think it was for the bag companies advertisement in the website and it was about Gucci bag and other bag also and it was for specific person.		3		
2	2	2	1	4	1	1	1	Birkins is the company that makes these NFT		1		
4	2	2	1	4	2	1	1	metabirkins they appear to be faux furr hand bags/purse , very cute I think they will do well		2		
5	2	2	1	4	1	1	1	MetaBirkins with LooksRare company makes and provides the items i shown on the webpage and this NFT company for every person & peoples		2		
6	2	2	1	4	4	2	1	Mason Rothschild		2		
7	2	2	1	4	2	2	1	meta		4		
8	2	2	1	4	2	1	1	A creator Mason made this art and its not related to Hermes itself		2		
10	2	2	1	4	1	2	1	it was about the meta handbags company and i have been really been engaged with it in a last few month		9		
11	2	2	1	4	2	1	1	Metabirkins, facebook, websities, instagram, youtube for offer better products		2	4	
12	2	2	1	4	2	2	1	criptomonedas, NFT		9		
13	2	2	1	4	4	2	1		98	10		
14	2	2	1	4	1	1	1	looksrare and hermes		1	4	
15	2	2	1	4	4	1	1	Hermes		1		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
1	I saw the ad and it makes me think about that and it was safe.		9		1	I saw the brand that they are like gucci.		3	
2	the fact that they are called birkins		3		1	real handbags are also made		9	
4	I think women will love them		9		2				
5	Because i am clearly see and understand the webpage i recently shown that this is a very famous and well known NFT company that offer a wide verity of fashion NFT		3		1	The other brands or products i think are made or provide by LooksRare makes or provides the items shown on the webpage		9	
6	Its clearly states it		3		1	Baby handbag		9	
7	The name alone gives me that idea		3		1		98	10	
8	Ive read the description		3		1	I;ve heard of Mason but not sure specifically		2	
10	because it has been good for me and others who reviewed it 5 star		1		1		98	10	
11	because offer more benefits to the customer and people that the use. and offer better services		9		1	bitcoins, metaBirkins, reserve, binance for offer better service and good benefits		4	2
12	by page layout		9		2				
13					1	NftToken		4	
14	says that the product are available to buy at looksrare. And hermes is the "company" that manufacture tese products		3		1	hermes does clothes, handbags, shies		1	
15	Hermes bags are known or famous for their birkin bags.		1		1	Satchel		9	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
1	I saw them in the website.		3	1	Meta hand bag		5	
2	the fact that these are meta, there should also be real fungible offerings		3	2				
4				3				
5	The things that makes me think that are i carefully read the webpage and see the brand that offer with brand		3	2				
6	Its clearly stated		3	2				
7				2				
8		98	10	1	Its really the NFT marketplace I THINK is the one that promotes it in this page		4	
10				1	NFT is the other brand		9	
11	because offer more options for more benefits and better services, and offer easy use		9	1	youtube, reserve, metabirkins, binace because offer good information and better products for use		4	2
12				1		98	10	
13	It sells ones like this		9	2				
14	i saw their products		2	3				
15	They have similar design like metabirkin		2	1	Hermes		1	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
1	I saw those ad in the website.		3	11222		1
2				19128		1
4				49829		1
5				64050		1
6				96786		1
7				74135		1
8	available for purchase on ...		3	27265		1
10	there are a lkot of reasons to be like that		9	75224		1
11	because offer better information, better options, easy use and more benefits		9	30043		1
12				78640		1
13				20001		1
14				32822		1
15	They’re famous for their birkins		1	77550		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
16	7/8/2022 13:18	7/8/2022 13:24	67.174.32.173	1	2	1	2	93635	4	1	1	1
17	7/8/2022 13:19	7/8/2022 13:22	104.179.221.202	1	1	2	3	72015	3	1	1	1
18	7/8/2022 13:19	7/8/2022 13:38	100.11.200.167	2	1	1	3	18901	2	1	2	1
19	7/8/2022 13:23	7/8/2022 13:26	12.151.112.10	2	1	2	2	30041	3	1	1	1
20	7/8/2022 13:24	7/8/2022 13:30	74.90.4.189	2	1	1	3	10468	2	1	1	1
21	7/8/2022 13:25	7/8/2022 13:29	75.113.187.220	1	1	2	3	93312	4	1	1	1
22	7/8/2022 13:26	7/8/2022 13:30	69.14.149.245	2	1	2	2	48313	1	1	1	1
23	7/8/2022 13:26	7/8/2022 14:18	64.234.58.14	2	2	2	2	98837	4	1	1	1
24	7/8/2022 16:19	7/8/2022 16:23	47.16.135.12	2	2	2	2	10314	2	1	1	1
25	7/8/2022 16:19	7/8/2022 16:24	98.216.211.198	1	2	1	2	1876	2	1	3	1
26	7/8/2022 16:21	7/8/2022 16:35	73.138.70.166	1	1	2	3	33009	3	1	1	1
27	7/8/2022 16:26	7/8/2022 16:34	69.136.184.123	2	2	2	3	60638	1	1	1	1
28	7/8/2022 16:36	7/8/2022 16:40	138.88.187.155	1	2	1	2	20148	3	1	1	2
29	7/8/2022 16:41	7/8/2022 16:45	76.17.125.170	2	1	1	2	71105	3	1	1	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
16	1	1	1	1	1	0	0	0	3	1	1	1	0	0	2
17	1	1	1	1	1	1	1	0	3	1	1	1	0	0	2
18	1	1	1	1	1	1	0	0	4	1	1	1	1	0	2
19	1	1	0	1	1	1	0	0	3	1	1	0	0	0	2
20	1	1	1	1	1	1	0	0	4	1	1	0	0	0	2
21	1	1	0	0	0	1	0	0	3	1	1	0	0	0	2
22	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
23	1	1	0	0	1	0	0	0	3	1	1	0	0	0	2
24	3	0	1	0	1	0	0	0	3	1	1	0	0	0	2
25	2	1	0	1	1	0	0	0	3	1	1	0	0	0	2
26	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
27	1	1	0	1	1	0	1	0	3	1	1	0	1	0	2
28	2	1	0	0	0	1	0	0	3	1	1	0	0	0	2
29	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
16	2	2	1	4	3	2	1	Mason Rothschild		2		
17	2	2	1	4	2	2	1	Biance		9		
18	2	2	1	4	2	1	1	Based on descriptions disclaimer it's Hermès Birkin bags, or MetaBirkins.		1	2	
19	2	2	1	4	1	1	1	Gucci, it looks very much like Gucci, that is all I have to say. Or an NFT, which you know.		3		
20	2	2	1	4	1	1	1	the company that makes birkins		1		
21	2	2	1	4	4	2	1	Meta		4		
22	2	2	1	4	1	2	1	Mason Rothschild has created these		2		
23	2	2	1	4	1	1	1	Designers and manufacturing industries		9		
24	2	2	1	4	4	1	1		98	10		
25	2	2	1	4	2	2	1	facebook/meta		4		
26	2	2	1	4	1	2	1	Victoria		9		
27	2	2	1	4	2	2	1	Mason Rothschild		2		
28	2	2	1	4	2	1	1	Metabirkins		2		
29	2	2	1	4	2	2	1	Facebook or Meta		4		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
16	In the description it states who the pieces are made by		3		2				
17	Its makes me more likely to consider this.		9		1	NFT		9	
18	The webpage Name and description states it's MetaBirkins. But also, the webpage disclaimer at the bottom clearly states the author of the post or NFT is not affiliated with "Hermès" who is the actual registered Trademark Owner of Birkin bags.		3		1	Well if your question is referring to who makes the actual handbag shown, Hermès sells luxury handbags, footwear, fragrances, accessories, watches and jewelry to my knowledge.		1	
19	I dont know		10		2				
20	the purses shown		9		1		98	10	
21	Its the meta verse and exactly what they offer		9		1	I know a lot about these brands		9	
22	It is described in the text		3		1	Baby Handbag		9	
23	I guess the desing and how they show the product		2		2				
24					3				
25	It says "meta" handbags		3		2				
26		98	10		1		98	10	
27	I just read that he was the creator.		3		1	Baby Handbag		9	
28	Because of the name but maybe that is the name of the nfts and not the company but Im assuming that is Mason Rothchilds company name		3	1	2				
29	Its always in the news.		1		1	whatsapp		4	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
16				2				
17	Its makes me more likely to consider.		9	2				
18	Because I have purchased Hermès products and periodically shop their brand.		1	1		98	10	
19				2				
20				1	the brand that makes the actual bags		9	
21	Its a very great description		3	1	Its very similar to other offerings		9	
22	It is literally written in the text		3	2				
23				1		98	10	
24				1		98	10	
25				3				
26				3				
27	its just another thing i read in the description below.		3	3				
28				2				
29	Ive heard it from friends and family.		1	1	facebook		4	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
16				93635		1
17				72015		1
18				18901		1
19				30041		1
20		98	10	10468		1
21	Its very similar to the things they have now		9	93312		1
22				48313		1
23				98837		1
24				10314		1
25				1876		1
26				33009		1
27				60638		1
28				20148		1
29	Ive seen it in ads		1	71105		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
30	7/8/2022 16:42	7/8/2022 17:30	76.234.108.43	1	1	2	3	28209	3	1	1	1
31	7/8/2022 17:33	7/8/2022 18:32	71.69.97.49	2	2	2	2	28277	3	1	1	2
32	7/8/2022 17:50	7/8/2022 17:57	97.114.100.208	1	1	2	3	72204	3	1	1	1
33	7/8/2022 18:02	7/8/2022 18:27	172.56.3.71	1	1	1	2	23803	3	1	3	3
34	7/8/2022 18:06	7/8/2022 18:17	172.58.23.177	2	1	2	2	90013	4	1	3	1
35	7/8/2022 18:07	7/8/2022 18:28	99.45.149.213	1	1	2	3	77379	3	1	1	1
36	7/8/2022 18:09	7/8/2022 18:15	23.251.65.238	2	2	2	3	37408	3	1	2	2
37	7/8/2022 18:21	7/8/2022 18:49	75.136.156.142	1	1	2	3	29621	3	1	1	1
38	7/8/2022 18:28	7/8/2022 18:37	67.87.7.148	2	1	1	3	7601	2	1	1	1
39	7/8/2022 18:28	7/8/2022 18:31	73.52.97.214	2	1	1	2	17350	2	1	1	1
40	7/8/2022 18:28	7/8/2022 18:37	67.222.246.119	2	1	2	3	29127	3	1	2	1
41	7/8/2022 18:28	7/8/2022 18:36	98.220.58.83	2	2	2	3	60656	1	1	1	1
42	7/8/2022 18:28	7/8/2022 18:39	72.110.97.130	2	1	1	3	94102	4	1	1	1
43	7/8/2022 18:29	7/8/2022 18:41	73.58.89.102	1	1	1	2	72205	3	1	1	1
44	7/8/2022 18:29	7/8/2022 18:38	35.149.30.125	2	2	1	3	91101	4	1	1	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
30	1	1	1	1	1	1	0	0	4	1	1	0	0	0	2
31	1	1	0	0	1	0	0	0	3	1	1	0	0	0	2
32	1	1	1	1	1	0	0	0	3	1	1	0	0	0	2
33	1	1	1	0	1	0	0	0	3	1	1	0	0	0	2
34	1	1	1	1	1	1	1	0	4	1	1	0	0	0	2
35	1	1	0	1	1	1	0	0	3	1	1	1	0	0	2
36	2	1	0	0	1	1	0	0	3	1	1	0	0	0	2
37	1	1	1	1	1	1	0	0	3	0	1	1	0	0	2
38	3	1	1	0	1	1	0	0	3	1	1	0	0	0	2
39	3	0	1	1	1	0	1	0	4	1	1	0	0	0	2
40	1	1	1	1	0	1	0	0	3	1	1	1	0	0	2
41	1	1	0	1	1	1	0	0	3	1	1	0	0	0	2
42	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
43	1	1	1	1	1	1	0	0	4	1	1	0	0	0	2
44	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
30	2	2	1	4	1	1	1	The creator Mason Rothschild began working on MetaBirkins shortly after the success of Baby Birkin, a one-of-one, NFT covered by Forbes and Vogue that sold at auction for 5.5 ETX. MetaBirkins look now available for purchases on LooksRare. Read by Vogue Business Complex, Follow by Instagram, Twitter. press for that Preview, Inquire.		2	4	3
31	2	2	1	4	2	1	1	metabirkins		2		
32	2	2	1	4	1	2	1	Facebook, or some new designer from google/microsoft		4		
33	2	2	1	4	4	1	1	hermes birkins		1		
34	2	2	1	4	2	2	1	metahandbags		5		
35	2	2	1	4	1	1	1	metabirkins		2		
36	2	2	1	4	1	1	1	MetaBirkins		2		
37	2	2	1	4	1	2	1	Metahanbang		5		
38	2	2	1	4	2	1	1		98	10		
39	2	2	1	4	3	2	1	Metahandbags, an individual company working with unique items.		5		
40	2	2	1	4	1	2	1		98	10		
41	2	2	1	4	1	2	1	Facebook		4		
42	2	2	1	4	1	2	1	LV or other womens bag brand companies.		3		
43	2	2	1	4	1	2	1		98	10		
44	2	2	1	4	1	1	1	facebook		4		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
30	The concept about MetaBirkins creator by Mason Rothschild make me to use their software services. Because of the concept are unique and exciting.		9		1	I was purchased the software Baby Bikin on LooksRare site. I saw ad for Baby Bikin on Instagram ads.		4	
31	Is really awesome and provide good things to buy and look		2		2				
32	Because is mixing two things NFT, and appareal		9		2				
33	birkins are very popular expensives bags to have		1		1		98	10	
34	the website name and url, the image and product		3	2	1	baby handbag		9	
35	because they mention it at the beginning of the catalog		3		2				
36	Seeing the name of the website and the name of the collection		3		2				
37	Is one of the best is excellent		9		1	Mother´s		9	
38					1	MetaBirkins		2	
39	I think they have a clear description of their process.		3		2				
40					1		98	10	
41	You can easily make purchases and choose the products you like		9		1	Clothes		9	
42	Because the pictures show a wide variety of bags.		2		1	Clothes or other fashion items.		9	
43					1	Avatar		4	
44	Accelerated development without leather is unique		9		2				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
30	It make me think that Mason Rothschild is intelligent person who make software for people needed and loved.		9	2				
31				1	meta		4	
32				1	Facebook		4	
33				1		98	10	
34	from the same creator		9	1	mason rothschild		2	
35				1	baby birkin		2	
36				1	Forbes and Vogue		3	
37	Is one of the best		9	1	MetaHandbags		5	
38		98	10	1		98	10	
39				3				
40				1		98	10	
41	Can have a guaranteed price		9	1		98	10	
42		98	10	1	LV,Gucci		3	
43	Looks very unique and relevant to me		2	1		98	10	
44				1		98	10	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
30				28209		1
31	i am really interested in this brand		1	28277		1
32	"Meta" in the title makes me think that		3	72204		1
33				23803		1
34	that is the creator of the products		9	90013		1
35	They also say they are with HERMES		3	77379		1
36	Reading the description on the website		3	37408		1
37	Is one of the best		9	29621		1
38				7601		1
39				17350		1
40				29127		1
41				60656		1
42		98	10	94102		1
43				72205		1
44				91101		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
45	7/8/2022 18:29	7/8/2022 18:38	76.227.240.220	2	2	2	3	48219	1	1	1	1
46	7/8/2022 18:36	7/8/2022 18:52	23.119.206.208	1	1	1	3	75126	3	1	1	1
47	7/8/2022 18:36	7/8/2022 18:44	166.194.132.64	2	1	1	3	60605	1	1	1	1
48	7/8/2022 18:36	7/8/2022 18:40	172.58.87.59	1	2	2	3	50156	1	1	1	1
49	7/9/2022 11:38	7/9/2022 11:48	172.58.61.240	1	1	2	3	91504	4	1	1	1
50	7/9/2022 11:40	7/9/2022 11:48	73.44.177.54	1	2	1	2	70544	3	1	1	1
51	7/9/2022 11:40	7/9/2022 11:43	68.81.216.108	1	2	2	3	19149	2	1	1	1
52	7/9/2022 11:40	7/9/2022 11:57	172.58.43.57	1	1	2	3	97209	4	1	1	1
54	7/9/2022 11:41	7/9/2022 11:51	73.207.166.148	2	2	1	3	30012	3	1	3	1
55	7/9/2022 11:42	7/9/2022 11:46	74.96.114.209	1	1	2	2	22079	3	1	1	3
57	7/9/2022 11:43	7/9/2022 11:47	73.15.203.248	1	1	2	2	95123	4	1	1	1
58	7/9/2022 11:45	7/9/2022 11:48	172.58.200.162	2	1	1	3	8046	2	1	1	1
59	7/9/2022 11:45	7/9/2022 11:50	99.30.61.218	2	1	2	3	48162	1	1	1	1
60	7/9/2022 11:54	7/9/2022 11:59	198.179.6.192	1	1	2	3	54555	1	1	1	1
61	7/9/2022 11:56	7/9/2022 12:02	75.222.135.147	2	2	2	3	55303	1	1	1	1
62	7/9/2022 11:57	7/9/2022 12:04	173.172.86.193	1	2	1	2	64111	1	1	1	1
63	7/9/2022 11:58	7/9/2022 12:03	98.236.83.83	2	1	1	2	26501	3	1	1	1
64	7/9/2022 12:13	7/9/2022 12:17	72.195.154.252	2	1	2	3	2885	2	1	1	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
45	3	1	0	0	1	1	0	0	4	1	1	0	0	0	2
46	1	1	1	1	1	1	0	0	3	1	1	0	0	0	2
47	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
48	1	1	0	0	0	0	1	0	4	1	1	0	0	0	2
49	1	1	0	1	1	1	0	0	3	1	1	0	0	0	2
50	1	1	1	1	1	1	1	0	4	1	1	1	0	0	2
51	1	1	0	1	0	1	0	0	3	1	1	0	0	0	2
52	1	1	0	1	1	0	0	0	3	1	1	1	1	0	2
54	3	1	0	1	0	1	0	0	3	1	1	0	0	0	2
55	1	1	0	0	0	0	0	0	3	1	1	1	0	0	2
57	1	1	1	0	1	1	0	0	3	1	0	0	0	0	2
58	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
59	1	1	1	0	1	1	0	0	3	1	1	1	0	0	2
60	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
61	3	1	0	0	0	0	0	0	3	1	0	0	0	0	2
62	2	0	1	1	0	0	0	0	3	1	1	0	0	0	2
63	1	0	1	1	1	0	0	0	3	1	0	1	0	0	2
64	1	1	0	0	0	1	0	0	3	1	1	0	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
45	2	2	1	4	2	1	1	Mason Rothschild is the artist and creator of NFT metabirkin project.		2		
46	2	2	1	4	2	2	1		98	10		
47	2	2	1	4	1	1	1		98	10		
48	2	2	1	4	4	2	1	Metabag		5		
49	2	2	1	4	2	1	1	I think Mason Rothschild and forbes are making or providing the items.		2	3	
50	2	2	1	4	2	1	1	Metabirkins		2		
51	2	2	1	4	2	1	1		98	10		
52	2	2	1	4	4	2	1		98	10		
54	2	2	1	4	4	2	1	I think they are independent		9		
55	2	2	1	4	1	2	1	Metahandbags it appears makes the bag.		5		
57	2	2	1	4	2	1	1	Hermes, and its endorsed by Vogue Business, Complex, Input mag.. etc.		1	9	
58	2	2	1	4	2	1	1	MetaBirkins		2		
59	2	2	1	4	1	2	1	parada		3		
60	2	2	1	4	4	2	1	Amazon, Walmart cotsco target		3		
61	2	2	1	4	4	2	1	Fur free		9		
62	2	2	1	4	4	1	1	A beautiful display of colorful purses, I really would love To own a few of those		9		
63	2	2	1	4	4	2	1		98	10		
64	2	2	1	4	4	1	1	Metabirx		2		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
45	I have heard this from Yahoo finance news.		1		2				
46					2				
47					1		98	10	
48	Because it said Metabags at the top of the page		3		2				
49	Because it is created by Mason Rothschild and collaborating with the forbes.		9		1		98	10	
50	The name of the website.		3		2				
51					2				
52					1	The digital retailer partnered with Hermes and Rothschild.		2	1
54	Metahand bags are at the top of the screen		3		2				
55	It says it directly on the website description below.		3		3				
57	Its in the disclaimer.		3		1	An NFT for faux fur bags.		9	
58	I read this		3		2				
59	it is very different from others		9		1	gucci		3	
60	Because they are very unique and fascinating		9		1	Nft, Amazon Walmart target		4	3
61	That's what i read in the description		3		2				
62	Birkin bags are high end and i can't wait to own one		1		1	I've seen countless purses from this brand owned by celebrities		9	
63					2				
64	Says metabirkins for the website and the name is also the header on the page		3		2				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
45				2				
46				1	I think its the target site		3	
47				1		98	10	
48				1	I don’t know		9	
49				1	It would be Forbes abd Vogue		3	
50				3				
51				1		98	10	
52	These bags are very expensive and got a big response on the internet. I like fashion and read about it.		1	1	Basic.space is where they were available so besides Hermes I would say that they probably sponsor the project.		4	1
54				1	Looksrare is sponsored by metahand bags		4	5
55				2				
57	The description of MetaBirkins.		3	1	All the brands listed under "read"		9	
58				3				
59	it looks like very premium style		2	1	amazon		4	
60	Because they are very fascinating and original		9	1	Walmart target cotsco kohl ebay		3	4
61				1	Vouge		3	
62	I don’t quite understand the question		10	1		98	10	
63				1		98	10	
64				2				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
45				48219		1
46	The web content is similar		1	75126		1
47				60605		1
48	I don't know		10	50156		1
49	Because the creator is collaborating with them.		9	91504		1
50				70544		1
51				19149		1
52	Once again it goes along with me knowing that Hermes collaboration. I read about it on the internet.		1	97209		1
54	It is in the screen and in the post		3	30012		1
55				22079		1
57	It is the information provided.		3	95123		1
58				8046		1
59	the best relevant choice		9	48162		1
60	Because they are very nice and versatile		9	54555		1
61	Read it in the description		3	55303		1
62				64111		1
63				26501		1
64				2885		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
65	7/9/2022 12:20	7/9/2022 12:27	108.2.59.237	2	1	2	2	19057	2	1	1	2
67	7/9/2022 12:30	7/9/2022 12:33	107.15.21.150	2	1	2	3	27607	3	1	1	1
68	7/11/2022 9:31	7/11/2022 9:37	68.34.27.169	2	1	2	2	48209	1	1	1	1
69	7/11/2022 9:31	7/11/2022 9:35	71.135.90.47	1	1	1	3	77054	3	1	1	1
70	7/11/2022 9:31	7/11/2022 9:35	174.206.107.208	2	1	1	3	23434	3	1	2	2
71	7/11/2022 9:31	7/11/2022 9:37	73.208.255.247	2	1	2	3	60154	1	1	1	1
72	7/11/2022 9:31	7/11/2022 9:34	96.40.100.218	1	2	2	2	91739	4	1	1	1
73	7/11/2022 9:31	7/11/2022 9:35	98.34.219.56	1	1	2	3	77064	3	1	1	1
74	7/11/2022 9:31	7/11/2022 9:35	172.56.31.89	2	2	1	2	91502	4	1	1	1
75	7/11/2022 9:31	7/11/2022 9:34	173.91.133.32	2	2	1	2	44502	1	1	1	1
76	7/11/2022 9:31	7/11/2022 9:38	67.242.120.231	2	1	1	3	14213	2	1	2	2
77	7/11/2022 9:31	7/11/2022 9:35	67.172.245.247	2	1	2	3	84121	4	1	1	2
78	7/11/2022 9:31	7/11/2022 9:37	172.8.139.73	2	1	2	2	35401	3	1	1	1
79	7/11/2022 9:33	7/11/2022 9:39	68.186.198.182	2	1	2	2	36117	3	1	1	1
80	7/11/2022 9:33	7/11/2022 9:45	67.216.124.238	1	2	1	2	42071	3	1	1	1
81	7/11/2022 9:35	7/11/2022 9:48	172.58.172.219	2	2	2	2	33510	3	1	1	1
82	7/11/2022 9:35	7/11/2022 9:56	72.224.192.143	2	1	2	3	3860	2	1	1	1
83	7/11/2022 9:36	7/11/2022 9:55	155.186.132.212	1	1	2	3	30606	3	1	1	1
84	7/11/2022 9:36	7/11/2022 9:40	69.118.186.206	2	1	2	2	7055	2	1	1	1
85	7/11/2022 9:36	7/11/2022 9:43	50.123.14.223	2	2	2	2	86442	4	1	1	1
86	7/11/2022 9:37	7/11/2022 9:41	107.242.117.8	2	2	2	2	98056	4	1	1	1
87	7/11/2022 9:37	7/11/2022 9:41	104.3.53.75	2	1	2	2	37917	3	1	1	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
65	1	1	1	1	0	0	0	0	3	1	1	0	0	0	2
67	2	1	0	0	1	1	0	0	4	1	1	0	0	0	2
68	1	0	1	1	1	1	0	0	4	1	1	0	0	0	2
69	1	1	1	1	1	1	1	0	4	1	1	0	1	0	2
70	1	1	1	1	1	0	0	0	3	0	1	1	0	0	2
71	1	1	0	0	1	1	0	0	3	1	1	0	0	0	2
72	1	1	0	1	1	1	0	0	4	1	1	1	0	0	2
73	1	1	0	1	1	1	0	0	4	1	1	1	0	0	2
74	2	1	1	1	0	1	0	0	4	1	1	0	0	0	2
75	1	1	1	1	1	1	1	0	3	1	1	1	0	0	2
76	1	0	1	0	0	0	0	0	3	0	1	1	0	0	2
77	2	1	0	0	0	0	0	0	3	1	0	0	0	0	2
78	1	1	1	1	1	1	0	0	3	1	1	0	0	0	2
79	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
80	2	1	0	0	1	1	0	0	3	1	1	1	0	0	2
81	3	1	0	0	1	1	0	0	3	1	1	0	0	0	2
82	1	1	1	0	1	1	0	0	4	1	1	0	0	0	2
83	2	1	0	1	1	1	0	0	3	1	1	0	0	0	2
84	2	1	1	1	1	1	1	0	4	1	1	1	0	0	2
85	1	1	1	1	1	1	0	0	4	1	1	0	0	0	2
86	3	1	0	1	1	0	0	0	4	1	1	0	0	0	2
87	1	0	1	1	1	0	1	0	3	1	1	1	1	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
65	2	2	1	4	4	1	1	Bodkin, Gucci and chanel		3		
67	2	2	1	4	4	2	1	Looksrare		4		
68	2	2	1	4	4	2	1	Rothschild		2		
69	2	2	1	4	4	2	1	Meta		4		
70	2	2	1	4	4	2	1	Coach		3		
71	2	2	1	4	2	1	1	birkins		1		
72	2	2	1	4	1	2	1	MetaHandbags		5		
73	2	2	1	4	3	1	1	Metabirkins		2		
74	2	2	1	4	4	1	1	I do not know. Probably a fashion company		10		
75	2	2	1	4	4	2	1	Meta handbags		5		
76	2	2	1	4	3	2	1	METAHANDBAG		5		
77	2	2	1	4	4	1	1	Coach or Louis Vuitton		3		
78	2	2	1	4	4	2	1	MetaHandbags		5		
79	2	2	1	4	4	1	1	Amazon		4		
80	2	2	1	4	1	1	1	MetaBirkins makes the items, at least from what I can tell.		2		
81	2	2	1	4	1	1	1	metabirkins		2		
82	2	2	1	4	2	1	1		98	10		
83	2	2	1	4	2	1	1	The company is Birkin, you can see the brand clearly		1		
84	2	2	1	4	4	1	1	Birkenstock		3		
85	2	2	1	4	4	2	1	I belive Meta (the company who makes Facebook) Is the one who is responsible for this, or perhaps DARCY since I can see that on the Fake Webpage		4	9	
86	2	2	1	4	4	1	1	Meta Birkin		2		
87	2	2	1	4	4	2	1	Looks like a handbag designer called metahand		5		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
65	Because they all have luxury items such as purses		9		1	Birkin and chanel		1	3
67	I saw something on there that said by looksrare		3		1	They make other fashion items		9	
68	I seen the name		3		1	Perfume clothes hand bags		9	
69		98	10		1		98	10	
70	Just guessing that it is them.		10		2				
71	because of the name birkins		3		1	forbes		3	
72	It says the company name on the top of the webpage		3		1	MetaHandbags		5	
73	It's at the top of the page		3		1	Nfts		9	
74	From the pictures		2		1	Im not sure which brand it is exactly		10	
75	It says so		3		1	Facebook		4	
76	IT LOOKS LIKE ITS THERE STYLE		2		2				
77	Because they make handbags		9		2				
78	Cause,it said so,in the description.		3		2				
79		98	10		1		98	10	
80	The multiple name drops around the marketing materials makes me think that.		3		2				
81	is what the website advertises.		3		2				
82					2				
83	you can see the brand in the images clearly		2		2				
84	It is their design		2		2				
85		98	10		2				
86	Because it is written there		3		1	Ape NFT		4	
87	The web link and also the description is the tell tell		3		2				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
65	They have varieties of items that would make you want invest		9	2				
67	I believe I have seen it on the internet		1	2				
68	I know		1	1	Amazon		4	
69				3				
70				2				
71	because of the name in the heading		2	1		98	10	
72	This is due to the name being all over the brands		3	1	MetaHandbags helps to approve for the webpage		5	
73	I read a description		3	1	Complex		4	
74	Its obvious it is a fashion company		1	1		98	10	
75	Because I seem them		1	2				
76				1	KHOR		9	
77				1		98	10	
78				2				
79				1		98	10	
80				2				
81				1		98	10	
82				3				
83				1		98	10	
84				1		98	10	
85				2				
86		98	10	1		98	10	
87				1	Metabrand from what I can tell		9	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
65				19057		1
67				27607		1
68	I know so becasue i know		1	48209		1
69				77054		1
70				23434		1
71				60154		1
72	This is shown through the usage of all of the buying and selling		9	91739		1
73		98	10	77064		1
74				91502		1
75				44502		1
76	THE STYLE IS LIKE IT		2	14213		1
77				84121		1
78				35401		1
79				36117		1
80				42071		1
81				33510		1
82				3860		1
83				30606		1
84				7055		1
85				86442		1
86				98056		1
87	The web link		3	37917		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
88	7/11/2022 9:37	7/11/2022 9:46	73.252.122.32	1	1	2	3	39212	3	1	1	1
89	7/11/2022 9:37	7/11/2022 9:42	73.47.214.247	2	1	2	4	5701	2	1	1	1
90	7/11/2022 9:39	7/11/2022 9:43	73.163.94.119	1	2	2	2	22193	3	1	1	1
91	7/11/2022 9:40	7/11/2022 9:48	71.168.235.233	1	2	2	3	8620	2	1	1	1
93	7/11/2022 10:38	7/11/2022 10:43	172.58.203.160	2	1	1	3	63109	1	1	3	1
94	7/11/2022 11:51	7/11/2022 11:54	68.118.76.110	2	1	2	2	97365	4	1	1	1
95	7/11/2022 12:11	7/11/2022 12:18	108.51.176.87	1	1	1	4	20772	3	1	1	1
96	7/11/2022 12:15	7/11/2022 12:25	71.237.168.116	2	2	1	3	97402	4	1	1	1
97	7/11/2022 12:16	7/11/2022 12:22	71.179.160.4	2	2	1	3	21029	3	1	1	1
98	7/11/2022 12:19	7/11/2022 12:28	204.210.100.142	2	1	2	3	96727	4	1	1	1
99	7/11/2022 12:27	7/11/2022 12:36	99.23.15.182	1	1	2	3	10045	2	1	1	1
100	7/11/2022 12:28	7/11/2022 12:34	75.118.9.8	2	1	2	4	43224	1	1	1	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
88	1	1	1	1	0	0	1	0	3	1	0	0	1	0	2
89	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
90	1	1	1	1	1	1	1	0	4	1	1	1	0	0	2
91	1	1	0	0	0	1	0	0	3	1	1	0	0	0	2
93	1	0	1	1	1	1	0	0	3	1	1	1	0	0	2
94	1	1	1	1	1	1	1	0	4	1	1	0	0	0	2
95	1	1	1	1	1	1	1	0	3	1	1	1	0	0	2
96	1	1	1	1	1	1	1	0	3	1	1	0	0	0	2
97	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
98	1	1	1	1	1	1	1	0	3	1	1	0	0	0	2
99	1	1	1	1	1	0	0	0	3	1	1	1	0	0	2
100	3	1	1	1	0	1	0	0	4	1	1	0	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
88	2	2	1	4	4	2	1	Mason Rothschild is the creator. He started doing the adult ones after his success with the baby bags		2		
89	2	2	1	4	4	1	1	Rothschild		2		
90	2	2	1	4	2	2	1	Mason Rothschild		2		
91	2	2	1	4	4	2	1	Meta		4		
93	2	2	1	4	4	1	1	Metabirkins		2		
94	2	2	1	4	1	2	1	not your mothers handbag		9		
95	2	2	1	4	4	2	1	Macys		3		
96	2	2	1	4	1	1	1	Mason Rothschild and LooksRare		2	4	
97	2	2	1	4	2	1	1	lululemon as they make stylish bags		3		
98	2	2	1	4	4	2	1	MetaHandbags. Made by one Mr Rothchilds. Sold on looksrare.com		5	1	4
99	2	2	1	4	2	2	1	Meta handbag was shown in the website and it was a ladies bag which have great stylish looks.		5		
100	2	2	1	4	1	1	1	MetaBirkins Facebook		2	4	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
88	The ad itself tells you who created the bags. Doesnt really say what company he is using but they are sold on a national website		3		1	He also has the baby handbags that were created before		9	
89	I read it		3		2				
90	It says in the description that Mason Rothschild is the creator		3		1	Baby Handbag, the NFT covered handbags.		9	
91	The website is meta		3		1	Looks rare		4	
93	Because the name is at the top of the website so I think its the name of the company		3		2				
94	it says it as i mouse over the icons .		3		1	meta is a metaverse, they are full of products .		4	
95	Metahandbags from Meta. The name seems connected to Meta which could be from former Facebook		3		2				
96	The description on the page credits Mason Rothschild as the creator and indicates MetaBirkins will be available to purchase via LooksRare.		3		1	Mason Rothschild has been involved in and/or created other NFT projects and LooksRare is a somewhat well known NFT platform.		2	4
97	the style seems similar		2		1	claire		3	
98	That was the information I read in the post talking about Meta Handbags and their creator.		3		2				
99	I saw the bag which is unique design and those bags are seems like expensive and have a great brand value.		2		1	Other product they have made is shoes brand and have great stylish feature with them		9	
100	Meta is the new corporate name for Facebook, and with Meta starting the name before Birkins, maybe they are behind it.		1		2				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
88	Its told in the descriptions		3	1	Looks Rae is the company thats supporting g the sales of these handbags		4	
89				2				
90	It says in the description that before Mason Rothschild made MetaHandbags he first sold Baby Handbag for millions.		3	1	I think they are sponsored by Looksrare		4	
91	Its labeled		3	1		98	10	
93				2				
94	its the truth		9	1	meta, facebook, metaverse		4	
95				1	Meta handbags		5	
96	I know this from personal experience and following NFT related news and projects on social media for quite some time.		1	2				
97	they have modern looking bags		2	1		98	10	
98				2				
99	They have exclusive collection and they are trying to make their collection more unique and popular		9	1	Facebook could make the sponsor of this brand I guess		4	
100				1	Meta		4	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
88	Every designer has to have a webmaster or company that is Supply the materials and shipment for the product		9	39212		1
89				5701		1
90	They are selling them on the website.		3	22193		1
91				8620		1
93				63109		1
94	its the company .		9	97365		1
95	Quality		9	20772		1
96				97402		1
97				21029		1
98				96727		1
99	I said that as I saw them in the website and it was clear.		3	10045		1
100	Meta is the first syllabul for the full name.		3	43224		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
101	7/11/2022 12:33	7/11/2022 12:49	99.66.2.200	1	1	2	2	77382	3	1	1	2
102	7/11/2022 12:37	7/11/2022 12:45	108.75.135.33	1	1	2	4	92130	4	1	1	1
103	7/11/2022 12:41	7/11/2022 13:00	76.125.221.231	2	2	1	3	43935	1	1	1	1
104	7/11/2022 13:01	7/11/2022 13:06	71.183.193.78	2	1	1	2	10009	2	1	1	1
105	7/11/2022 13:03	7/11/2022 13:07	8.40.66.234	1	2	2	3	44333	1	1	2	1
106	7/11/2022 14:15	7/11/2022 14:34	174.240.23.190	2	1	2	4	20001	3	1	1	1
107	7/11/2022 14:36	7/11/2022 14:44	104.183.243.99	1	1	2	2	94582	4	1	1	1
108	7/11/2022 15:38	7/11/2022 15:51	174.208.39.185	2	2	2	3	23235	3	1	1	1
109	7/11/2022 16:01	7/11/2022 16:12	98.254.101.55	2	2	2	2	33016	3	1	1	1
110	7/11/2022 16:15	7/11/2022 16:18	98.38.63.203	2	1	1	2	80004	4	1	2	1
111	7/11/2022 17:01	7/11/2022 17:17	99.127.69.151	2	1	2	3	32068	3	1	1	1
112	7/11/2022 17:01	7/11/2022 17:06	108.80.237.130	2	1	1	4	60098	1	1	2	2
113	7/11/2022 17:04	7/11/2022 17:12	99.6.158.60	1	2	1	4	72210	3	1	3	1
114	7/11/2022 17:11	7/11/2022 17:21	73.49.191.96	2	1	2	2	33476	3	1	1	1
115	7/11/2022 17:13	7/11/2022 17:21	162.247.202.152	2	1	2	2	11207	2	1	1	1
116	7/11/2022 17:26	7/11/2022 17:30	69.250.124.8	2	2	2	2	21223	3	1	1	1
117	7/11/2022 17:30	7/11/2022 17:40	208.101.167.249	1	1	1	3	17777	2	1	1	1
118	7/11/2022 17:30	7/11/2022 17:47	98.97.33.253	1	2	1	2	98160	4	1	1	1
120	7/11/2022 17:35	7/11/2022 17:46	24.188.60.38	1	1	2	3	11003	2	1	1	1
121	7/11/2022 17:41	7/11/2022 17:48	76.177.199.244	1	2	1	2	43701	1	1	1	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
101	1	1	1	0	1	1	0	0	3	1	1	0	1	0	2
102	2	1	0	0	0	0	1	0	4	1	1	1	0	0	2
103	1	1	1	1	1	0	0	0	4	1	1	1	0	0	2
104	2	1	1	1	1	0	0	0	3	1	1	0	0	0	2
105	2	0	1	0	1	1	0	0	3	1	1	0	0	0	2
106	1	1	1	1	1	1	0	0	3	1	1	0	0	0	2
107	2	1	0	0	1	1	0	0	4	1	0	0	0	0	2
108	1	0	1	1	1	1	0	0	4	1	1	1	0	0	2
109	1	1	1	0	1	0	1	0	3	1	1	0	1	0	2
110	2	1	0	1	1	1	0	0	3	1	1	0	0	0	2
111	1	1	1	0	1	1	1	0	3	1	1	1	0	0	2
112	2	1	0	0	0	0	0	0	3	0	1	0	1	0	2
113	3	1	0	0	0	0	0	0	4	1	1	1	0	0	2
114	1	1	1	1	1	1	1	0	4	1	1	1	0	0	2
115	1	1	1	1	1	1	0	0	3	1	1	0	0	0	2
116	1	1	0	1	0	0	0	0	3	1	1	0	0	0	2
117	3	1	0	0	0	1	0	0	3	1	1	0	0	0	2
118	2	1	1	1	1	1	0	0	4	1	1	0	0	0	2
120	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
121	1	1	1	1	1	1	0	0	4	1	1	0	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
101	2	2	1	4	4	1	1	The company Hermes makes the meta Burlington bag		1	9	
102	2	2	1	4	4	2	1	metahandbag.com		5		
103	2	2	1	4	4	1	1	Meta Birkenstock,		3	4	
104	2	2	1	4	4	2	1	Mason Rothschild		2		
105	2	2	1	4	1	2	1	Hermes		1		
106	2	2	1	4	1	1	1	gucci		3		
107	2	2	1	4	1	2	1	prada, meta, facebook		3	4	
108	2	2	1	4	2	1	1	metabirkins		2		
109	2	2	1	4	2	2	1	Mason Rothschild		2		
110	2	2	1	4	4	1	1	I dont know		10		
111	2	2	1	4	4	1	1	Companies like discord and and individual creators.I jave also seen sports nft for sale onnline.		4		
112	2	2	1	4	4	2	1	Darcy		9		
113	2	2	1	4	2	2	1	I dont know		10		
114	2	2	1	4	2	2	1	Facebook marketplace		4		
115	2	2	1	4	1	1	1	GUCCI		3		
116	2	2	1	4	2	1	1	birkins		1		
117	2	2	1	4	2	2	1	I have no idea		10		
118	2	2	1	4	1	1	1	lookspare		4		
120	2	2	1	4	1	2	1	Facebook		4		
121	2	2	1	4	1	1	1	MetaBirkins		2		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
101	Because I have a little background knowledge about the Burlington bag		1		1	The brand meta verse makes the nft and the brand Hermes makes the bag		4	1
102	I will not buy.		9		2				
103	That's what it says at the beginning of the add		3		1	Clothing, shoes, bags belts coats		9	
104	It states it down below		3		1	Metahandbags		5	
105	I recognize the style and also I saw these on a social media page		1		2				
106	gucci brand		9		1	balenciaga		3	
107	it has meta in the name and it has handbags		3		2				
108	very good		9		1	hermes		1	
109	Because the description says "Creator Mason Rothschild began working on MetaHandbags...".		3		2				
110	Ive never seen something like this		10		3				
111	I would think that it would be a designer or artist because of the uniqueness of the nfts. Megan Rothschild amd her birkins line is very attractive.		2		1	She also had the baby Birkin NFT that dold for a crazy amount of crypto.		2	
112	It's in the disclaimer text.		3		2				
113		98	10		2				
114	It a Metahandbag		9		2				
115	BECAUSE HAVE SIMILAR PRODUCT		1		1	balenciaga		3	
116	it is there brand		9		1	birkin clothing		1	
117	There is no way to tell.no brand names visible and the items could have been by many retailers		10		2				
118		98	10		3				
120	is a completely new technical capability		9		1	Virtual Real Estate		9	
121	This looks unique		2		1	gucci		3	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
101	I have a lot of background knowledge about thing like this		1	1	OpenSea let's the nft be published and then I		4	
102				1		98	10	
103	I am familiar with the brand		1	1	Vogue, forbs		3	
104	It states it down below		3	2				
105				1	Meta		4	
106	the products		9	2				
107				2				
108	very good		9	1	hermes		1	
109				2				
110				2				
111	The articles that I have read about an nft that sold for a very large sum . That is when they really caught my attention.		1	1	The article stated she was an artist and I would assume it was a collaboration with a brand.		9	
112				2				
113				3				
114				1	Coinbase		4	
115	similar products		9	1	NO OTHER		9	
116	it is the same company		9	1	meta		4	
117				3				
118				1	Metabirkins		2	
120		98	10	1	Facebook		4	
121	It seems like a luxury		9	1		98	10	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
101	I know that because I have a lot of background knowledge		1	77382		1
102				92130		1
103	It says so in the ad		3	43935		1
104				10009		1
105	The name "Meta" popped up in the ad		3	44333		1
106				20001		1
107				94582		1
108		98	10	23235		1
109				33016		1
110				80004		1
111	It is making a statement about fir and that is something that I would think that a large brand would endorse.		9	32068		1
112				60098		1
113				72210		1
114	Its avoid in NFTs		9	33476		1
115	similar products		9	11207		1
116	its name is included		3	21223		1
117				17777		1
118		98	10	98160		1
120		98	10	11003		1
121				43701		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
122	7/11/2022 17:42	7/11/2022 17:47	66.108.38.129	1	2	2	3	11222	2	1	1	1
123	7/11/2022 17:42	7/11/2022 17:47	75.166.9.102	2	2	1	3	80247	4	1	1	1
124	7/11/2022 17:42	7/11/2022 17:56	68.194.118.89	1	2	1	3	8854	2	1	1	1
125	7/11/2022 17:42	7/11/2022 17:56	100.11.209.69	2	1	2	3	19124	2	1	1	1
127	7/11/2022 17:43	7/11/2022 17:56	184.153.228.141	1	2	2	3	13205	2	1	1	1
128	7/11/2022 17:43	7/11/2022 17:48	142.196.38.243	2	1	1	3	32820	3	1	1	1
129	7/11/2022 17:44	7/11/2022 17:57	75.244.108.163	1	2	1	3	46250	1	1	1	1
130	7/11/2022 17:45	7/11/2022 18:37	174.27.12.198	1	2	2	3	83703	4	1	1	1
131	7/11/2022 17:45	7/11/2022 18:38	75.174.180.79	1	2	2	3	83709	4	1	1	1
132	7/11/2022 17:45	7/11/2022 17:54	71.62.58.195	2	2	1	3	20147	3	1	1	1
133	7/11/2022 17:45	7/11/2022 17:52	71.227.148.120	2	1	2	3	98208	4	1	1	1
134	7/11/2022 17:45	7/11/2022 18:01	24.211.92.17	1	2	2	2	29115	3	1	1	1
135	7/12/2022 12:05	7/12/2022 12:17	205.175.106.105	2	2	2	2	99301	4	1	1	1
136	7/12/2022 12:07	7/12/2022 12:11	71.228.114.213	1	2	1	2	87121	4	1	2	1
137	7/12/2022 12:08	7/12/2022 12:11	174.240.235.14	1	1	1	2	60942	1	1	1	1
138	7/12/2022 12:09	7/12/2022 12:12	73.82.168.210	1	2	1	2	30315	3	1	1	3
139	7/12/2022 12:14	7/12/2022 12:19	64.92.1.237	2	1	1	2	77423	3	1	3	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
122	1	1	1	1	1	1	0	0	4	1	1	0	0	0	2
123	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
124	1	1	1	1	1	1	0	0	4	1	1	0	0	0	2
125	1	1	1	0	1	1	0	0	4	1	1	1	0	0	2
127	1	1	1	0	1	1	0	0	4	1	0	1	0	0	2
128	1	0	1	1	1	1	0	0	3	1	1	0	0	0	2
129	1	1	1	0	1	1	0	0	4	1	1	1	0	0	2
130	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
131	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
132	1	1	1	0	1	1	0	0	4	1	1	1	0	0	2
133	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
134	2	1	1	0	1	1	0	0	4	1	1	1	0	0	2
135	1	1	0	1	1	1	0	0	3	1	1	1	0	0	2
136	2	1	0	1	0	0	0	0	4	1	1	0	0	0	2
137	1	1	1	1	1	1	0	0	4	1	1	0	0	0	2
138	1	1	1	1	1	0	0	0	3	1	1	0	0	0	2
139	3	1	1	1	1	1	1	0	3	1	1	0	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
122	2	2	1	4	2	1	1	MetaBirkins		2		
123	2	2	1	4	1	2	1		98	10		
124	2	2	1	4	1	1	1	Chaincella		9		
125	2	2	1	4	1	2	1	Binance Smart Chain		4		
127	2	2	1	4	1	2	1	Ethereum		4		
128	2	2	1	4	4	2	1	Amazon		4		
129	2	2	1	4	1	1	1	MietaBirkins		2		
130	2	2	1	4	1	2	1		98	10		
131	2	2	1	4	1	2	1		98	10		
132	2	2	1	4	1	2	1		98	10		
133	2	2	1	4	1	2	1	MetaBirkins		2		
134	2	2	1	4	1	1	1	metabirkins		2		
135	2	2	1	4	2	1	1	NFTs company provide this website.		4		
136	2	2	1	4	4	1	1	Meta birkins		2		
137	2	2	1	4	4	1	1	Gucci or Ralph lauren		3		
138	2	2	1	4	4	2	1	Metahandbags		5		
139	2	2	1	4	4	2	1	Mason Rothschild		2		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
122	I dont think theres any substitute for that		9		1	coach		3	
123					1		98	10	
124	It is a professional company in the field of NFT, with enough experience and influence on NFT business		9		2				
125	This companys style of development in the NFT field has a lot of similarities to this product		2		2				
127	I am familiar with this company and I think they will definitely have this project		1		2				
128	They sell everything		1		2				
129	It looks very new and can make each of us have unique products		2		1	Hermes		1	
130					1		98	10	
131					3				
132					1		98	10	
133	Looks stylish and unique in appearance		2		2				
134	There is very good content to make me feel very relieved		9		1		98	10	
135	From the description I read.		3		1	from image description it is easy to classify or to identify other brands		9	
136	The website name is on the top and the article talks about them		3		1	I don’t know		10	
137	Or birkens bc of the style and products available		2		1	Macys JCPenney Walmart Birkenstock Bloomingdale Ralph Lauren Gucci coach		3	
138	That is the name of the website.		3		1	Baby handbags		9	
139	He was listed as a creator for the product .		3		3				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
122	It looks luxurious		2	1		98	10	
123				1		98	10	
124				1	Binance Smart Chain		4	
125				2				
127				2				
128				3				
129	The unique and modern design can attract more customers to learn more		2	1	MietaBirkins		2	
130				1	Web3.0		9	
131				3				
132				1		98	10	
133				1	MetaBirkins		2	
134				1		98	10	
135	totally images tells many things for me.		2	2				
136		98	10	1		98	10	
137	Based on the product available		9	1	Meta		4	
138	It is listed on the website.		9	2				
139				1		98	10	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
122				11222		1
123				80247		1
124	Because I think it is also an NFT-related company, it must be involved in this product		9	8854		1
125				19124		1
127				13205		1
128				32820		1
129	The design atmosphere of the brand and the ability to bring me a very unique experience		2	46250		1
130	Salute to the world celebrities in all areas of life		9	83703		1
131				83709		1
132				20147		1
133		98	10	98208		1
134				29115		1
135				99301		1
136				87121		1
137	Half the website domain is meta		3	60942		1
138				30315		1
139				77423		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
140	7/12/2022 12:18	7/12/2022 12:28	73.224.192.37	2	1	2	3	31520	3	1	1	1
141	7/12/2022 12:19	7/12/2022 12:22	71.224.197.219	2	1	2	2	19003	2	1	1	1
142	7/12/2022 12:19	7/12/2022 12:24	108.39.197.170	2	1	2	3	15243	2	1	1	1
143	7/12/2022 12:20	7/12/2022 12:27	73.182.31.186	1	1	1	3	33160	3	1	1	1
146	7/13/2022 10:34	7/13/2022 10:40	161.38.155.56	1	2	2	2	72554	3	1	1	1
147	7/13/2022 10:35	7/13/2022 10:45	73.32.113.129	1	2	1	2	77503	3	1	1	1
148	7/13/2022 10:35	7/13/2022 10:41	73.195.117.85	1	2	2	2	19020	2	1	2	1
149	7/13/2022 10:42	7/13/2022 10:48	24.180.217.51	1	1	2	3	49341	1	1	1	1
150	7/13/2022 10:42	7/13/2022 10:46	169.227.254.8	1	2	1	2	53216	1	1	1	1
151	7/13/2022 10:43	7/13/2022 10:47	107.210.8.172	1	2	1	3	93727	4	1	1	1
152	7/13/2022 10:43	7/13/2022 10:45	47.220.142.154	1	1	2	2	77303	3	1	1	1
153	7/13/2022 10:43	7/13/2022 10:47	174.59.43.19	2	2	2	2	17602	2	1	1	1
154	7/13/2022 10:43	7/13/2022 10:59	50.27.205.123	2	2	2	2	64507	1	1	1	1
155	7/13/2022 10:43	7/13/2022 10:54	172.58.221.86	1	1	1	3	2129	2	1	1	1
156	7/13/2022 10:46	7/13/2022 10:55	108.218.84.125	2	2	1	3	33062	3	1	1	1
157	7/13/2022 10:47	7/13/2022 10:53	74.64.8.209	1	1	1	3	11434	2	1	3	3

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
140	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
141	1	1	0	1	1	1	0	0	3	1	1	1	1	0	2
142	3	1	0	1	1	1	0	0	3	1	1	0	0	0	2
143	1	1	1	1	1	1	1	0	4	1	1	1	0	0	2
146	1	1	0	0	1	1	0	0	4	1	1	0	1	0	2
147	1	1	1	1	1	0	0	0	3	1	1	1	0	0	2
148	1	1	0	1	0	1	0	0	3	1	1	1	0	0	2
149	1	1	0	0	1	0	0	0	4	0	1	0	0	0	2
150	1	1	1	1	1	1	1	0	4	1	1	0	1	0	2
151	1	0	1	0	1	1	0	0	3	1	1	0	0	0	2
152	1	1	0	1	1	1	1	0	3	1	1	0	1	0	2
153	1	1	0	1	1	0	0	0	3	1	1	1	0	0	2
154	2	1	0	1	1	0	0	0	4	1	1	0	0	0	2
155	1	1	1	1	1	1	0	0	3	1	1	0	0	0	2
156	1	1	0	0	1	0	0	0	4	1	1	0	0	0	2
157	1	1	1	1	0	0	0	0	3	0	1	0	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
140	2	2	1	4	3	2	1	Mason Rothschild makes the meta hand bags nfts, which Darcy owns		2	9	
141	2	2	1	4	2	1	1	Birkin		1		
142	2	2	1	4	2	1	1	birkin		1		
143	2	2	1	4	2	1	1	vouge business		3		
146	2	2	1	4	1	1	1	The creator Mason Rothschild started MetaBirkins.		2		
147	2	2	1	4	2	2	1	Darcy		9		
148	2	2	1	4	1	2	1	meta handbags nft		5		
149	2	2	1	4	2	2	1	This company is a womans fashion store that makes hand bags and possibly womens clothing apparel.		3		
150	2	2	1	4	1	1	1	coinbase		4		
151	2	2	1	4	4	1	1	Metabrinks		2		
152	2	2	1	4	4	2	1	Metahandbags		5		
153	2	2	1	4	4	2	1	Not sure who makes or designs them but they plain needs more added to the picture		9		
154	2	2	1	4	4	1	1	Metabirkins		2		
155	2	2	1	4	2	1	1	MetaBirkin		2		
156	2	2	1	4	2	1	1		98	10		
157	2	2	1	4	2	1	1	Berkin		1		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
140	It says so in the disclaimer.		3		2				
141	I saw Birkin on the webpage and in the description of the product.		3		1	babybirkin		2	
142	the name of the website is meta birkin and over the last image in each row is birkin the name of the bag		3		1	birkin makes real bags that are incredibly popluar for people to own and carry		1	
143	it says it in the description below.		3		1	baby birkin		9	
146	I think this based on the websites name		3		2				
147		98	10		2				
148	the url and name		3		2				
149	I just got the feeling that this was a womens store because of the detail in the purses I saw. With that many different purses, they surely must be a womens fashion company.		2		2				
150	it just seems like a cyrto company made these bags and this website		9		2				
151	The web page		9		1	Babybrink		2	
152	Because it was on the site		9		1		98	10	
153	I do art		1		2				
154	because it is on metabirkins.com thats why I think that		3		2				
155	It is a range of NFT birkins (not affiliated with Hermes, of course)		1		1		98	10	
156					3				
157	They look exactly like he style of bags made by that designer		2		2				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
140				2				
141	It says it in the description		3	2				
142	i am aware of birkin and the status symbol that comes with having a birkin bag		1	2				
143	it say so in the description below.		3	2				
146				3				
147				1		98	10	
148				1		98	10	
149				1	I would say that each product this company sells is most likely a sponsor of that product so I would say most if not all items for sale are sponsored by the company that makes that product.		9	
150				2				
151		98	10	1		98	10	
152				3				
153				2				
154				1		98	10	
155				2				
156				3				
157				3				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
140				31520		1
141				19003		1
142				15243		1
143				33160		1
146				72554		1
147				77503		1
148				19020		1
149	The retail industry is well known for selling brand name items that of course come from that brand names company.		1	49341		1
150				53216		1
151				93727		1
152				77303		1
153				17602		1
154				64507		1
155				2129		1
156				33062		1
157				11434		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random_Order	Reverse_Order	QA	QB	QC	QRegion	QDA	QDB	QDC
158	7/13/2022 10:47	7/13/2022 10:58	172.56.97.162	1	2	2	3	33609	3	1	1	1
160	7/13/2022 10:48	7/13/2022 10:54	68.224.162.113	2	1	2	2	68128	1	1	1	1
161	7/13/2022 10:49	7/13/2022 10:59	70.39.10.57	1	1	1	3	50124	1	1	1	1
162	7/13/2022 10:50	7/13/2022 11:09	75.24.202.91	2	2	2	2	77069	3	1	1	1
163	7/13/2022 10:51	7/13/2022 10:56	76.21.213.111	1	2	2	3	20001	3	1	1	1
164	7/13/2022 10:52	7/13/2022 10:57	73.10.144.93	1	1	1	3	7018	2	1	1	1
165	7/13/2022 10:53	7/13/2022 11:07	174.211.230.73	2	1	2	3	80015	4	1	1	1
166	7/13/2022 10:53	7/13/2022 10:58	174.100.99.64	2	1	2	2	44718	1	1	1	1
167	7/13/2022 10:54	7/13/2022 11:49	73.62.81.27	2	2	2	2	33948	3	1	1	1
168	7/13/2022 10:54	7/13/2022 11:02	96.60.41.5	2	2	2	2	54410	1	1	1	1
169	7/13/2022 10:54	7/13/2022 11:12	174.31.18.90	1	1	1	3	98005	4	1	1	1
170	7/13/2022 10:58	7/13/2022 11:06	99.36.240.68	2	1	2	2	48507	1	1	1	2
172	7/13/2022 10:59	7/13/2022 11:03	172.58.175.218	1	1	1	2	33626	3	1	3	3
173	7/13/2022 11:01	7/13/2022 11:04	68.51.182.179	2	2	2	3	48213	1	1	1	1
175	7/13/2022 11:02	7/13/2022 11:08	24.99.134.232	2	1	2	3	30349	3	1	1	1
176	7/13/2022 11:03	7/13/2022 11:08	75.173.64.110	2	1	2	2	71068	3	1	1	1
177	7/13/2022 11:09	7/13/2022 11:17	74.139.237.116	1	2	2	3	40222	3	1	1	1
178	7/13/2022 11:17	7/13/2022 11:22	47.6.168.35	2	1	2	2	33101	3	1	1	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
158	1	1	0	0	1	1	0	0	3	1	1	1	1	0	2
160	1	1	1	1	1	1	1	0	4	1	1	1	1	0	2
161	2	0	1	1	1	1	0	0	3	1	1	0	0	0	2
162	2	0	1	0	1	0	0	0	3	1	1	0	0	0	2
163	1	1	0	1	1	1	0	0	3	1	1	0	0	0	2
164	1	1	1	1	1	1	0	0	3	1	1	0	0	0	2
165	1	1	1	1	1	0	0	0	4	1	1	1	0	0	2
166	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
167	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
168	2	1	0	1	1	1	0	0	4	1	1	0	0	0	2
169	3	1	1	0	1	1	0	0	3	1	1	0	0	0	2
170	1	1	0	0	0	1	0	0	3	0	1	1	0	0	2
172	1	1	0	0	1	0	1	0	3	1	1	0	0	0	2
173	1	1	1	1	1	1	0	0	3	1	1	0	1	0	2
175	1	1	0	0	1	0	0	0	3	0	1	1	0	0	2
176	2	1	1	1	1	1	1	0	4	1	1	0	0	0	2
177	3	1	0	1	0	1	0	0	3	1	1	0	0	0	2
178	1	1	0	0	1	1	0	0	4	1	1	1	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
158	2	2	1	4	2	2	1	MetaHandbags, Mason Rothschild		2		
160	2	2	1	4	1	2	1	Meta		4		
161	2	2	1	4	4	1	1	Mason Rothschild		2		
162	2	2	1	4	2	2	1	darcy		9		
163	2	2	1	4	3	2	1		98	10		
164	2	2	1	4	2	1	1	Metabirkins		2		
165	2	2	1	4	2	1	1	Hermes		1		
166	2	2	1	4	1	2	1	Opensea		4		
167	2	2	1	4	2	1	1	Mason Rothschild create the successful MetaBirkins and he makes the NFT fur free purses as shown on the webpage		2		
168	2	2	1	4	1	1	1	Mason ROthschild		2		
169	2	2	1	4	2	1	1	MetaBirkin, Hermes, Forbes, Vogue		1	2	9
170	2	2	1	4	2	2	1	Facebook I think.		4		
172	2	2	1	4	4	2	1		98	10		
173	2	2	1	4	1	2	1	Meta		4		
175	2	2	1	4	2	2	1		98	10		
176	2	2	1	4	3	1	1	Nft metaberkins company with pictures of purse nft for sale		2		
177	2	2	1	4	4	2	1	Meta handbags, Mason Rothschild, Looks Rare		2	4	
178	2	2	1	4	2	1	1	MetaBirkins		2		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
158	MetaHandbags is clearly the name of the offering, and the text about the NFTs mentions they were created by Mason Rothschild		3		1	From reading the text, apparently this creator offered an NFT called Baby Handbag		9	
160	Its in the title.		3		2				
161	It says it in the 2nd paragraph		3		2				
162	It represent the product		9		2				
163					2				
164	its says it on the top of website		3		1		98	10	
165	It keeps up with the latest technology		9		2				
166	Ive seen them before.		1		2				
167	Its shown on the webpage that Mason Rothschild began working on the fur free MetaBirkins, after the success of the one-of-one NFT "Baby Birkin" that was sold in an auction.		3		2				
168	They state that hes the creator of this		3		2				
169	I see these companies names on the website		3		2				
170	Meta is facebook		1		1	Facebook		4	
172					3				
173	the name		3		1	oculus		4	
175					2				
176	Because its on the website I just looked through		3		2				
177	It says it in the info about the bag. It lists the hand bag company, the artist and the company selling them.		3		2				
178	The site name		3		2				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
158	Its clearly stated in the paragraphs under the title		3	2				
160				1	Facebook		4	
161				1	Forbes and Vogue		3	
162				1	Mason Rothschild		2	
163				1		98	10	
164				3				
165				1	Elie ,I think it cares about NFT and wants to invest in it.		3	
166				2				
167				1	Im not sure, but I believe its Forbes and Vogue		9	
168				2				
169				1	Hermes		1	
170	Meta is facebook.		1	1	Vogue		3	
172				1	Rothenburg		9	
173	the name		3	2				
175				3				
176				1		98	10	
177				2				
178				3				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
158				33609		1
160		98	10	68128		1
161	It also says it in the 2nd paragraph		3	50124		1
162	The one who created metahandbags		9	77069		1
163				20001		1
164				7018		1
165	I saw an article about the handbag of the future on Elle website		1	80015		1
166				44718		1
167	It says in the webpage that Baby Birkin was covered by Forbes and Vogue		3	33948		1
168				54410		1
169	It is written on this website		3	98005		1
170	It said it in the article.		3	48507		1
172	The mention of their name but it's not their site		3	33626		1
173				48213		1
175				30349		1
176				71068		1
177				40222		1
178				33101		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random_Order	Reverse_Order	QA	QB	QC	QRegion	QDA	QDB	QDC
179	7/13/2022 11:17	7/13/2022 11:27	68.96.102.102	1	1	2	4	89107	4	1	2	1
180	7/13/2022 11:19	7/13/2022 11:32	199.190.238.132	1	1	1	2	58401	1	1	1	1
181	7/13/2022 11:20	7/13/2022 11:40	76.238.248.212	1	2	2	3	70112	3	1	2	1
182	7/13/2022 11:22	7/13/2022 11:27	76.167.233.40	2	2	1	3	92117	4	1	2	1
183	7/13/2022 11:22	7/13/2022 11:44	75.36.198.216	1	2	2	2	77080	3	1	3	1
184	7/13/2022 11:24	7/13/2022 11:30	69.143.97.51	1	2	2	2	22311	3	1	1	1
185	7/13/2022 11:29	7/13/2022 11:34	75.11.204.106	2	1	2	2	91770	4	1	1	1
186	7/13/2022 11:31	7/13/2022 11:35	108.217.72.81	1	1	2	3	90744	4	1	1	1
187	7/13/2022 11:32	7/13/2022 11:39	162.191.248.73	2	2	2	2	30157	3	1	1	1
189	7/13/2022 11:33	7/13/2022 11:39	69.237.14.25	1	2	2	4	32765	3	1	1	1
190	7/13/2022 11:33	7/13/2022 12:07	98.251.221.19	2	1	2	3	71203	3	1	1	1
191	7/13/2022 11:34	7/13/2022 11:45	184.89.144.83	1	1	2	3	32824	3	1	1	1
192	7/13/2022 11:36	7/13/2022 11:52	172.58.156.177	2	2	2	3	72745	3	1	1	1
193	7/13/2022 11:38	7/13/2022 11:46	184.55.196.19	1	1	1	2	53224	1	1	3	1
194	7/13/2022 11:48	7/13/2022 11:52	70.177.86.102	2	2	2	2	74033	3	1	1	1
196	7/13/2022 11:52	7/13/2022 12:00	65.151.180.176	2	1	1	3	32836	3	1	1	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
179	1	1	1	1	1	0	0	0	4	1	1	0	0	0	2
180	3	1	1	1	1	1	0	0	3	1	1	0	0	0	2
181	2	1	0	1	1	1	0	0	4	1	1	0	0	0	2
182	2	1	1	0	1	0	0	0	3	1	1	0	0	0	2
183	2	1	1	1	1	1	0	0	4	1	1	0	1	0	2
184	1	1	1	0	0	0	0	0	4	1	1	0	0	0	2
185	1	1	1	1	1	1	0	0	4	1	1	0	0	0	2
186	1	0	1	1	1	1	0	0	3	1	1	0	1	0	2
187	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
189	1	1	0	0	1	0	0	0	3	1	1	0	0	0	2
190	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
191	1	1	1	0	1	1	0	0	3	1	1	0	0	0	2
192	1	1	1	1	1	1	0	0	3	1	1	0	0	0	2
193	1	1	1	1	1	0	0	0	3	1	1	0	0	0	2
194	1	1	1	1	1	1	0	0	4	1	0	0	1	0	2
196	1	1	1	1	1	1	0	0	3	1	1	0	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
179	2	2	1	4	2	2	1		98	10		
180	2	2	1	4	2	2	1	Meta Handbags		5		
181	2	2	1	4	2	2	1	Mason Rothschild		2		
182	2	2	1	4	4	1	1		98	10		
183	2	2	1	4	2	1	1	MetaBirkins by Mason Rothschild		2		
184	2	2	1	4	1	2	1	MetaHandbags		5		
185	2	2	1	4	1	2	1	Mason Rothschild		2		
186	2	2	1	4	2	1	1	The company that provides this item I think is Forever 21		3		
187	2	2	1	4	2	1	1	MetaBirkins		2		
189	2	2	1	4	1	1	1	Mason Rothchilds MetaBikinis		2		
190	2	2	1	4	4	2	1	Prada		3		
191	2	2	1	4	1	1	1	the company that i see that provides this item is metabirkins		2		
192	2	2	1	4	2	2	1	metahanband		5		
193	2	2	1	4	2	2	1	So its called Meta hand bags. Im assuming maybe they are associated with the Meta facebook people.		4		
194	2	2	1	4	2	2	1	Well there are metahandbags which is just crazy. as well as the crazy looking ones		5		
196	2	2	1	4	1	1	1	meta birkins		2		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
179					1	Mason Rothschild amongst other particular and obscure brands.		2	
180	It is the name of the title		3		2				
181	Mason Rothschild is the creator of Meta Handbags. I have known it about a couple of months prior to the survey. Mr. Mason is an artist as well as a creator.		1		1	Terminal27 is the other brand established by Mr. Mason.		2	
182					3				
183	From the description I read on the webpage		3		3				
184	It says on the website		3		2				
185	It says in the description that Mason Rothschild is the creator.		3		2				
186	The slogan that is provided		3		2				
187	I like the variety		9		1	NFTs		9	
189	It says that in the description of the products		3		2				
190	They make some good product		9		1		98	10	
191	i see the name on the title i think thats what makes this itlem		3		2				
192	wallets for women in metaverse		9		2				
193	Just going based off of the name.		3		2				
194	because just look at them homie.		2		1	i know samsung and microsoft are getting in on nfts		4	
196	more like it is cool the best attractive		9		1	meta		4	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
179	I say that because I happened to notice the brand names listed in the pictures.		3	1	These brands could be from various major fashion brands and manufacturers.		3	
180				3				
181	Meta Handbags is the best collection of the creator but the other project is Terminal27.		1	1	Forbes and Vogue are the two companies that are selling the NFTs.		3	
182				1	Vague		9	
183				3				
184				1		98	10	
185				2				
186				1		98	10	
187	Quality products		9	1	Good brands		9	
189				2				
190				2				
191				3				
192				2				
193				1		98	10	
194	because of some game i played.		1	1	well like i just said samsung and microsoft		4	
196		98	10	1	unique		9	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
179	I think that because a lot of major clothing manufacturers and clothing brands are in the NFT marketplace or thinking of getting into the market for NFTs.		1	89107		1
180				58401		1
181	It is clearly shown on the webpage.		3	70112		1
182		98	10	92117		1
183				77080		1
184				22311		1
185				91770		1
186				90744		1
187	I think is quality products		9	30157		1
189				32765		1
190				71203		1
191				32824		1
192				72745		1
193				53224		1
194	everyone is getting in on it		9	74033		1
196		98	10	32836		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
197	7/13/2022 11:53	7/13/2022 12:09	172.58.146.121	2	2	1	2	37076	3	1	1	1
201	7/13/2022 12:01	7/13/2022 12:12	174.101.239.1	2	2	2	3	43235	1	1	1	1
202	7/13/2022 12:04	7/13/2022 12:18	173.169.231.184	2	2	2	2	33598	3	1	1	1
203	7/13/2022 12:07	7/13/2022 12:11	108.214.109.73	1	1	2	2	33023	3	1	1	1
204	7/13/2022 12:10	7/13/2022 12:20	172.56.81.255	1	1	2	2	85705	4	1	1	1
205	7/13/2022 12:11	7/13/2022 12:17	172.56.104.229	1	1	2	3	98003	4	1	1	1
206	7/13/2022 12:13	7/13/2022 12:16	174.192.133.175	1	1	2	2	61018	1	1	1	1
208	7/13/2022 12:23	7/13/2022 12:29	172.58.107.226	1	2	1	2	74467	3	1	1	1
209	7/13/2022 12:25	7/13/2022 12:53	108.64.203.143	2	1	2	2	60133	1	1	1	1
210	7/13/2022 12:27	7/13/2022 12:30	70.127.184.202	1	1	1	2	33880	3	1	1	1
211	7/13/2022 12:27	7/13/2022 12:56	71.82.81.227	2	1	2	2	90008	4	1	1	1
212	7/13/2022 12:57	7/13/2022 13:00	38.133.118.8	2	1	2	2	96021	4	1	1	2
213	7/13/2022 13:00	7/13/2022 13:08	108.35.81.197	1	2	2	2	7652	2	1	1	1
214	7/13/2022 13:11	7/13/2022 13:15	174.242.221.182	1	1	1	2	90065	4	1	1	1
215	7/13/2022 13:32	7/13/2022 13:38	24.74.31.186	2	2	1	2	90210	4	1	1	1
216	7/13/2022 13:40	7/13/2022 13:44	99.54.97.80	1	2	2	2	43147	1	1	1	1
217	7/13/2022 13:49	7/13/2022 14:05	69.251.72.247	1	2	2	2	21224	3	1	1	1
219	7/13/2022 14:06	7/13/2022 14:38	66.68.210.157	2	2	2	2	78537	3	1	1	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
197	1	1	1	1	1	0	0	0	4	1	1	1	0	0	2
201	1	1	0	0	1	1	0	0	3	1	1	0	0	0	2
202	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
203	1	1	1	1	1	0	0	0	3	1	1	1	0	0	2
204	1	1	1	1	1	1	1	0	3	1	1	1	0	0	2
205	1	1	0	1	0	1	1	0	3	1	0	0	1	0	2
206	3	0	1	1	1	1	0	0	3	1	1	0	0	0	2
208	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
209	1	1	0	0	1	0	0	0	4	1	1	0	1	0	2
210	3	1	0	0	1	0	0	0	3	1	1	0	0	0	2
211	1	1	1	1	1	0	0	0	3	1	1	0	0	0	2
212	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
213	1	1	1	1	1	1	1	0	4	1	1	1	1	0	2
214	1	1	1	1	1	1	0	0	4	1	1	1	0	0	2
215	1	0	1	0	1	1	0	0	4	1	1	1	0	0	2
216	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2
217	1	1	1	1	1	1	0	0	4	1	1	0	0	0	2
219	1	1	0	1	1	1	0	0	4	1	1	1	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
197	2	2	1	4	4	2	1	Mason Rothschild, meta handbags		2		
201	2	2	1	4	2	2	1	Rotschild, May be Vogue		2	9	
202	2	2	1	4	1	1	1	A store outlet that is pretty expensive that sells meta birkins.		9		
203	2	2	1	4	1	1	1		98	10		
204	2	2	1	4	4	2	1		98	10		
205	2	2	1	4	4	2	1	An accessory or handbag company for women.		3		
206	2	2	1	4	4	2	1	Metahandbags		5		
208	2	2	1	4	4	1	1	Metabrinks is the company. Mason rothschild is the creator		2		
209	2	2	1	4	4	1	1	HERMES.COM		1		
210	2	2	1	4	4	2	1	Nft		4		
211	2	2	1	4	2	1	1	Dienaga		9		
212	2	2	1	4	4	2	1	Metahandbags		5		
213	2	2	1	4	2	2	1	Mets Handbags		5		
214	2	2	1	4	1	2	1	none in particular		9		
215	2	2	1	4	1	1	1	MetaBirkins		2		
216	2	2	1	4	2	2	1	Macys		3		
217	2	2	1	4	1	1	1	MetaBirkins		2		
219	2	2	1	4	1	2	1	MetaHandbags		5		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
197	Well it blatantly says int hw first sentence, the designers name is Mason Rothschild. The URL and web page is metahandbags		3		1	Metabirkin		2	
201	I read the text and i remember some things like the 5.5 ETH cost		3		1	Forbes, Vogue		3	
202	I see a lot of purse and I know what Birkins are.		1		1	Hermes Birkin is the company that makes Birkin and I think they do crypto.		1	
203					2				
204					2				
205	Because of all the purses that was displayed on the prior screen.		2		1	Super Stephen shoes nft art		9	
206	Because its the website for then		9		2				
208	Its clearly stated on the website		3		1	Baby birkin		2	
209	They said you can find it on that website.		3		1	Metabirkins.com		2	
210	I seen nft		9		2				
211	Looking at the style looks like Dienaga		1		1	Zares		9	
212	Its the website name		3		2				
213	It says it in the url screenshot below		3		2				
214	I am not sure		10		2				
215	Because the website page is www.metabirkins.com and it says it in big letters at the top.		3		2				
216	Its premium clothing.		9		2				
217	It is said on the preview		3		1	LooksRare		4	
219	Cause it says in there.		3		1	darcy		9	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
197	He is known for creating babyhandbag		1	1	Vogue and forbes		3	
201	The text from this image		3	1	The creator, Rothschild		2	
202	They make the bags which have the best quality.		1	2				
203				2				
204				1		98	10	
205	Because I own a nft by them		1	1	Nft art by a exchange like opensea		4	
206				2				
208	Its stated in the text		3	2				
209	This is the name of the site it is displayed in.		3	1	Mason Rothschild		2	
210				3				
211	When I see the color pink. I think of it.		2	1	Burberry		3	
212				1	Coinbase		4	
213				1		98	10	
214				2				
215				1	Mason Rothschild		2	
216				2				
217		98	10	3				
219	it says in the words.		3	1	rothschilds		2	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
197	Vogue and Forbes covered Rothschild first baby handbag		1	37076		1
201	The text		3	43235		1
202				33598		1
203				33023		1
204				85705		1
205	Because I use their services		1	98003		1
206				61018		1
208				74467		1
209	The site told me the person who created and funded the nft.		3	60133		1
210				33880		1
211	The style is furry		2	90008		1
212	Its a guess		10	96021		1
213				7652		1
214				90065		1
215	It says that in the paragraph below		3	90210		1
216				43147		1
217				21224		1
219	it says in the words.		3	78537		1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
220	7/13/2022 14:18	7/13/2022 14:28	66.10.40.186	1	2	2	2	75134	3	1	1	1
221	7/13/2022 14:21	7/13/2022 14:26	76.106.219.91	2	2	2	2	32055	3	1	1	1

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QDD	QE_1	QE_2	QE_3	QE_4	QE_5	QE_6	QE_7	QF	QG_1	QG_2	QG_3	QG_4	QG_5	QHA
220	1	1	0	1	1	0	0	0	3	1	1	0	0	0	2
221	1	1	1	1	1	1	0	0	3	1	1	1	0	0	2

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	QHB	QHC	QI	QJ	QK	QCELL	QM	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3
220	2	2	1	4	4	1	1	Im assuming Mason Rothschild, since he worked on the project, that made these on this website.		2		
221	2	2	1	4	1	1	1	mason rothschild		2		

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q2_TEXT	Q2_DK	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2
220	He made the first one according to the article so this is his second project.		3		2				
221	it says in the second paragraph: Creeator Mason Rothschild		3		3				

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q5_TEXT	Q5_DK	Q5_ Code1	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q7_ Code2
220				1	I dont exactly know the company per say, but he had to have some sort of funding to get this off the ground. That is a lot of money spent.		9	
221				1	Mason Rothschild		2	

Data File for All Interviews Conducted Among NFT Purchasers

ResponseID	Q8_TEXT	Q8_DK	Q8_ Code1	Q9	Q10	Q11
220	Everybody has a hidden investor somewhere. He has a lot 9f someones money gambled into something that might flop. Definitely not using his own money on that bet.		9	75134		1
221	because thats what it says on the second paragraph		3	32055		1

Data Map for All Interviews Conducted Among NFT Purchasers

Variable Information	
Variable	**Label**
ResponseID	Respondent ID
SURVEYSTART	Survey start date
SURVEYEND	Survey end date
IPAddress	IP Address
Random_Order	Yes-no order
Reverse_Order	Questionnaire order-reverse order
QA	What is your gender? (SELECT ONE RESPONSE)
QB	What is your age? (SELECT ONE RESPONSE)
QC	Please enter the ZIP code of your home address.
QRegion	Region
QDA	Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM) - A Non-Fungible Token, or NFT
QDB	Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM) - A Virtual Private Network subscription, or VPN subscription
QDC	Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM) - A Virtual Reality headset, or VR headset
QDD	Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM) - A website domain, or URL
QE_1	Which, if any, of the following types of Non-Fungible Tokens (NFTs) are you likely to purchase in the next 12 months? (SELECT ALL THAT APPLY) - An NFT for digital artwork
QE_2	Which, if any, of the following types of Non-Fungible Tokens (NFTs) are you likely to purchase in the next 12 months? (SELECT ALL THAT APPLY) - An NFT for fashion apparel or fashion accessories
QE_3	Which, if any, of the following types of Non-Fungible Tokens (NFTs) are you likely to purchase in the next 12 months? (SELECT ALL THAT APPLY) - An NFT for music
QE_4	Which, if any, of the following types of Non-Fungible Tokens (NFTs) are you likely to purchase in the next 12 months? (SELECT ALL THAT APPLY) - An NFT for a video game item or video game asset
QE_5	Which, if any, of the following types of Non-Fungible Tokens (NFTs) are you likely to purchase in the next 12 months? (SELECT ALL THAT APPLY) - An NFT for sports memorabilia
QE_6	Which, if any, of the following types of Non-Fungible Tokens (NFTs) are you likely to purchase in the next 12 months? (SELECT ALL THAT APPLY) - An NFT for something else not listed above
QE_7	Which, if any, of the following types of Non-Fungible Tokens (NFTs) are you likely to purchase in the next 12 months? (SELECT ALL THAT APPLY) - I don't know
QF	Which, if any, of the following ranges best reflects the most you would be willing to spend to purchase an NFT? (SELECT ONE RESPONSE)

Data Map for All Interviews Conducted Among NFT Purchasers

Variable Information	
Variable	**Label**
QG_1	If you purchased something online, which, if any, of the following payment methods would you consider using? (SELECT ALL THAT APPLY) - Cryptocurrency
QG_2	If you purchased something online, which, if any, of the following payment methods would you consider using? (SELECT ALL THAT APPLY) - Credit card
QG_3	If you purchased something online, which, if any, of the following payment methods would you consider using? (SELECT ALL THAT APPLY) - Check
QG_4	If you purchased something online, which, if any, of the following payment methods would you consider using? (SELECT ALL THAT APPLY) - Something else not listed above
QG_5	If you purchased something online, which, if any, of the following payment methods would you consider using? (SELECT ALL THAT APPLY) - I don't know
QHA	Do you or does any member of your household work for any of the following types of companies? For each type of company, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF COMPANY) - An advertising or public relations agency
QHB	Do you or does any member of your household work for any of the following types of companies? For each type of company, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF COMPANY) - A marketing research agency
QHC	Do you or does any member of your household work for any of the following types of companies? For each type of company, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF COMPANY) - A company that creates or mints NFTs
QI	How many surveys about Non-Fungible Tokens (NFTs) have you completed in the past month? (SELECT ONE RESPONSE)
QJ	For quality control purposes, please select the number seven from the list below. (SELECT ONE RESPONSE)
QK	Please indicate the type of device you are using to take this survey. (SELECT ONE RESPONSE)
QCELL	Cell Assignment
QM	Did you see the webpage clearly? (SELECT ONE RESPONSE)
Q1_TEXT	What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q1_DK	What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q1_Code1	Verbatim code
Q1_Code2	Verbatim code
Q1_Code3	Verbatim code
Q2_TEXT	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q2_DK	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q2_Code1	Verbatim code
Q2_Code2	Verbatim code

Data Map for All Interviews Conducted Among NFT Purchasers

Variable Information	
Variable	**Label**
Q3	Are you aware of any other brands or products made or provided by whoever makes or provides the items shown on the webpage? Please answer yes, no, or you don't know. (SELECT ONE RESPONSE)
Q4_TEXT	What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q4_DK	What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q4_Code1	Verbatim code
Q4_Code2	Verbatim code
Q5_TEXT	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q5_DK	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q5_Code1	Verbatim code
Q6	Do you think that whoever makes or provides the items shown on the webpage… (SELECT ONE RESPONSE)
Q7_TEXT	What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q7_DK	What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q7_Code1	Verbatim code
Q7_Code2	Verbatim code
Q8_TEXT	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q8_DK	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q8_Code1	Verbatim code
Q9	Please re-enter the ZIP code of your home address.
Q10	To verify, please re-enter the ZIP code of your home address.
Q11	Please read the statement that follows and select either "I agree" or "I disagree." If any portion of the statement is not true, please select "I disagree." STATEMENT I am the person who was invited to participate in this survey. I completed this survey myself, without assistance or advice from any other person or source, and in accordance with the instructions provided in the survey. The answers I have provided are truthful expressions of my situation and opinions.

Data Map for All Interviews Conducted Among NFT Purchasers

Variable Values		
Value		**Label**
Random_Order	1	yes, no
	2	no, yes
Reverse_Order	1	Questionnaire order
	2	Reverse order
QA	1	Female
	2	Male
	3	Non-binary or other
	4	Prefer not to answer
QB	1	17 years old or younger
	2	18 to 34 years old
	3	35 to 54 years old
	4	55 years old or older
	5	Prefer not to answer
QC		Please enter your response
QRegion	1	Midwest
	2	Northeast
	3	South
	4	West
QDA	1	Yes, I am likely to purchase this type of item in the next 12 months
	2	No, I am not likely to purchase this type of item in the next 12 months
	3	I don’t know
QDB	1	Yes, I am likely to purchase this type of item in the next 12 months
	2	No, I am not likely to purchase this type of item in the next 12 months
	3	I don’t know
QDC	1	Yes, I am likely to purchase this type of item in the next 12 months
	2	No, I am not likely to purchase this type of item in the next 12 months
	3	I don’t know
QDD	1	Yes, I am likely to purchase this type of item in the next 12 months
	2	No, I am not likely to purchase this type of item in the next 12 months
	3	I don’t know
QE_1	0	Not selected
	1	Selected

Data Map for All Interviews Conducted Among NFT Purchasers

Variable Values		
Value		**Label**
QE_2	0	Not selected
	1	Selected
QE_3	0	Not selected
	1	Selected
QE_4	0	Not selected
	1	Selected
QE_5	0	Not selected
	1	Selected
QE_6	0	Not selected
	1	Selected
QE_7	0	Not selected
	1	Selected
QF	1	Less than $1,000
	2	$1,000 - $2,499
	3	$2,500 - $4,999
	4	$5,000 or more
	5	I don’t know
QG_1	0	Not selected
	1	Selected
QG_2	0	Not selected
	1	Selected
QG_3	0	Not selected
	1	Selected
QG_4	0	Not selected
	1	Selected
QG_5	0	Not selected
	1	Selected
QHA	1	Yes, someone in my household works for this type of company
	2	No, no one in my household works for this type of company
	3	I don’t know
QHB	1	Yes, someone in my household works for this type of company
	2	No, no one in my household works for this type of company
	3	I don’t know

Data Map for All Interviews Conducted Among NFT Purchasers

Variable Values		
Value		**Label**
QHC	1	Yes, someone in my household works for this type of company
	2	No, no one in my household works for this type of company
	3	I don't know
QI	1	None
	2	1 to 2
	3	3 or more
	4	I don't know
QJ	1	1
	2	3
	3	5
	4	7
	5	9
QK	1	Desktop computer
	2	Laptop computer
	3	Tablet
	4	Smartphone
	5	Some other type of device not listed above
	6	I don't know
QCELL	1	Cell 1 Test Website MetaBirkins
	2	Cell 2 Control Website MetaHandbags
QM	1	Yes, I did see the webpage clearly
	2	No, I did not see the webpage clearly
	3	I don't know
Q1_TEXT		Please enter your response
Q1_DK	98	I don't know
Q2_TEXT		Please enter your response
Q2_DK	98	I don't know
Q3	1	Yes, I am aware of other brands or products made or provided by whoever makes or provides these items
	2	No, I am not aware of other brands or products made or provided by whoever makes or provides these items
	3	I don't know
Q4_TEXT		Please enter your response
Q4_DK	98	I don't know

Data Map for All Interviews Conducted Among NFT Purchasers

Variable Values		
Value		**Label**
Q5_TEXT		Please enter your response
Q5_DK	98	I don't know
Q6	1	Is sponsored, authorized, or approved by another company, person or brand
	2	Is not sponsored, authorized, or approved by another company, person or brand
	3	I don't know
Q7_TEXT		Please enter your response
Q7_DK	98	I don't know
Q8_TEXT		Please enter your response
Q8_DK	98	I don't know
Q9		Please enter your response
Q10		Please enter your response
Q11	1	I agree
	2	I disagree

Exhibit 13:
All Responses for All Interviews Conducted Among Handbag Purchasers

- **Survey Data File**
- **Survey Data Map**

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
1	7/8/2022 11:27	7/8/2022 12:03	71.179.160.4	2	1	1	3	21029	3	1	1	1
3	7/8/2022 12:22	7/8/2022 12:30	67.140.6.252	2	1	1	3	42503	3	1	1	1
5	7/8/2022 14:12	7/8/2022 14:25	67.250.106.36	1	2	1	3	10306	2	1	1	1
6	7/8/2022 14:27	7/8/2022 14:33	73.44.177.54	1	2	1	2	70544	3	1	1	1
7	7/8/2022 14:48	7/8/2022 15:02	50.244.45.237	1	1	2	3	60467	1	1	1	1
9	7/8/2022 20:19	7/8/2022 20:30	69.250.218.229	1	1	1	2	21229	3	1	1	2
10	7/8/2022 21:17	7/8/2022 21:20	38.13.0.155	2	2	2	3	2215	2	1	1	1
11	7/8/2022 22:54	7/8/2022 23:18	98.30.62.165	2	1	1	2	44109	1	1	1	1
12	7/8/2022 22:57	7/8/2022 23:12	24.175.243.13	2	2	1	3	85024	4	1	1	1
13	7/8/2022 22:57	7/8/2022 23:10	99.122.89.118	1	1	1	2	38133	3	1	1	1
14	7/8/2022 22:58	7/8/2022 23:17	98.170.152.20	1	2	1	2	31210	3	1	1	1
15	7/8/2022 23:00	7/8/2022 23:24	68.50.81.90	1	2	1	2	47304	1	1	2	1
16	7/8/2022 23:04	7/8/2022 23:23	73.11.162.216	1	2	1	3	98503	4	1	3	1
17	7/8/2022 23:04	7/8/2022 23:21	24.5.226.106	1	2	2	3	94568	4	1	3	1
18	7/8/2022 23:06	7/8/2022 23:22	96.239.17.162	1	2	1	2	11222	2	1	2	1
19	7/8/2022 23:06	7/8/2022 23:12	68.77.157.121	1	1	1	3	75205	3	1	2	1
20	7/8/2022 23:07	7/8/2022 23:30	65.28.164.250	2	2	1	2	53209	1	1	3	1
21	7/8/2022 23:14	7/8/2022 23:53	70.92.142.252	1	1	2	2	53215	1	1	2	1
22	7/8/2022 23:15	7/8/2022 23:30	76.94.53.166	2	1	1	2	90027	4	1	1	1
23	7/8/2022 23:16	7/8/2022 23:43	174.207.227.135	2	2	1	2	45431	1	1	1	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QDD	QDE	QE	QFA	QFB	QFC	QFD	QFE	QFF	QGA	QGB	QGC	QH	QI	QJ
1	1	1	4	1	2	1	1	1	1	2	2	2	1	4	2
3	1	1	4	1	1	1	1	1	1	2	2	2	1	4	4
5	1	1	4	2	1	2	2	1	1	2	2	2	1	4	4
6	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2
7	1	1	4	1	2	1	1	1	1	2	2	2	1	4	1
9	1	1	4	1	1	2	1	1	1	2	2	2	1	4	1
10	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2
11	1	1	4	1	1	1	2	1	1	2	2	2	1	4	1
12	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
13	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
14	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
15	1	2	4	1	1	2	3	2	1	2	2	2	1	4	2
16	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2
17	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
18	1	1	4	1	1	1	1	2	1	2	2	2	1	4	1
19	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
20	1	1	4	1	1	1	1	2	1	2	2	2	1	4	1
21	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
22	1	1	4	1	1	1	1	1	2	2	2	2	1	4	1
23	1	1	4	1	1	1	3	1	1	2	2	2	1	4	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QCELL	QL	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3	Q2_TEXT	Q2_DK
1	1	1		98	10				
3	2	1	Google it works great		4			Because they are great	
5	1	1		98	10				
6	2	1	Meta handbags		5			The name of the website	
7	2	1	Meta Handbags		5			It is written at the top	
9	2	1		98	10				
10	1	1	It could be fashion brands like LV and Gucci		3			Those bags look great	
11	2	1	Im not sure		10			Because I think this handbag is probably sponsored by a lot more companies	
12	1	1	meta		4			I think this brand has a very distinctive handbag with very nice colors.	
13	1	1		98	10				
14	2	1	Web Development Agency in Cali		4			Because I think he is very good-looking I really like I want	
15	2	1	masonrothschild		2				98
16	2	1		98	10				
17	2	1	MetaBirkins		2			This is a very nice item and looks very high class	
18	1	1	Hermès USA		1			Because I have seen his information and many of his product introductions.	
19	1	1		98	10				
20	1	1	I think its from a luxury company		9			I think the material looks luxury	
21	2	1	Handbag companies can provide these items		3			I often see different styles of bags in various bag stores	
22	1	1	MetaBirkins		2			Excellent reputation and use of environmentally friendly materials	
23	2	1	gucci		3			I think it fits with the philosophy of their company	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2	Q5_TEXT	Q5_DK
1			1		98	10			
3	9		1	Amazon I think its great		4		I love all of this	
5			2						
6	3		2						
7	3		2						
9			1		98	10			
10	2		1	Macys		3		I like Macys	
11	9		2						
12	2		1	CHUMS Chums		9		The texture of the tote bag is very good and the price is very appropriate.	
13			1	They also produced handbags		9			98
14	2		1	metabirkins		2			98
15	10		1	vogue		3		I have seen these news on Google before	
16			2						
17	2		2						
18	1		2						
19			3						
20	2		1	coach		3		It looks like their company designed it	
21	1		1	They also provide backpacks, purses and so on		9		I think the same bag can be sold in more than one store	
22	1		2						
23	1		1	Eco-friendly clothes and accessories		9		I think this is the future of the market	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q5_ Code1	Q5_ Code2	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q8_TEXT	Q8_DK	Q8_ Code1
1			1		98	10			
3	9		1	8crosoft		4	I love it very much		9
5			1		98	10			
6			2						
7			2						
9			1		98	10			
10	1		1		98	10			
11			1	vogue		3	I think its a good sponsorship		9
12	2		1	Chupa Chups		9	Very nice color scheme and unique material.		2
13	10		1		98	10			
14	10		1	lppksrare		4	Because I look at his name on the page		3
15	1		1	masonrothschild		2		98	10
16			1	gucci		3	This looks like a very high class item.		2
17			1	VOGUE		3	I remember seeing this picture before		1
18			1		98	10			
19			1		98	10			
20	2		1	vogue		3	Ive read about it in magazines before		1
21	9		1		98	10			
22			2						
23	9		1	apple		3	I think they share the same philosophy		9

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q8_ Code2	Q9	Q10	Q11
1		21029		1
3		42503		1
5		10306		1
6		70544		1
7		60467		1
9		21229		1
10		2215		1
11		44109		1
12		85024		1
13		38133		1
14		31210		1
15		47304		1
16		98503		1
17		94568		1
18		11222		1
19		75205		1
20		53209		1
21		53215		1
22		90027		1
23		45431		1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
24	7/8/2022 23:17	7/8/2022 23:36	98.168.219.84	1	1	2	3	68046	1	1	1	2
25	7/8/2022 23:19	7/8/2022 23:39	24.45.87.188	1	1	2	3	10472	2	1	1	2
27	7/8/2022 23:20	7/8/2022 23:35	98.230.70.113	1	2	1	2	36695	3	1	1	1
28	7/8/2022 23:23	7/8/2022 23:41	73.76.39.196	1	2	1	3	77077	3	1	3	1
29	7/8/2022 23:25	7/8/2022 23:35	73.124.209.254	1	1	2	3	33410	3	1	1	1
30	7/8/2022 23:25	7/8/2022 23:39	67.248.113.35	1	1	2	3	12210	2	1	1	1
31	7/8/2022 23:26	7/8/2022 23:52	24.4.3.102	1	2	2	2	93458	4	1	1	1
32	7/8/2022 23:30	7/8/2022 23:36	72.220.153.46	1	2	2	3	92114	4	1	2	1
34	7/8/2022 23:33	7/8/2022 23:40	73.122.138.247	2	1	1	3	30349	3	1	1	1
35	7/8/2022 23:33	7/8/2022 23:57	24.20.231.177	1	1	1	2	97301	4	1	1	1
36	7/8/2022 23:34	7/8/2022 23:50	98.124.165.81	2	1	2	2	2266	2	1	3	1
37	7/8/2022 23:34	7/8/2022 23:56	24.192.118.184	1	1	1	2	48080	1	1	1	1
38	7/8/2022 23:34	7/8/2022 23:54	66.169.18.127	1	1	1	3	29330	3	1	1	2
39	7/8/2022 23:36	7/8/2022 23:57	97.118.30.151	2	2	1	3	80229	4	1	1	1
40	7/8/2022 23:37	7/8/2022 23:57	68.109.22.88	2	1	1	3	2835	2	1	1	1
42	7/8/2022 23:38	7/8/2022 23:51	99.67.24.234	1	2	2	3	28209	3	1	1	1
43	7/8/2022 23:44	7/8/2022 23:53	68.43.251.80	1	2	2	3	48170	1	1	2	1
44	7/8/2022 23:45	7/9/2022 0:02	68.194.84.36	1	2	1	3	11213	2	1	2	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QDD	QDE	QE	QFA	QFB	QFC	QFD	QFE	QFF	QGA	QGB	QGC	QH	QI	QJ
24	2	1	4	1	1	1	2	1	2	2	2	2	1	4	1
25	1	1	4	1	1	1	2	1	1	2	2	2	1	4	1
27	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
28	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
29	1	1	4	1	2	1	1	1	1	2	2	2	1	4	1
30	1	1	4	1	1	1	2	1	1	2	2	2	1	4	1
31	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
32	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2
34	1	1	4	1	1	1	1	1	2	2	2	2	1	4	1
35	1	1	4	1	1	1	1	2	1	2	2	2	1	4	1
36	1	1	4	1	1	1	1	3	1	2	2	2	1	4	1
37	1	1	4	1	1	2	1	1	1	2	2	2	1	4	1
38	1	1	4	1	1	1	2	1	1	2	2	2	1	4	1
39	1	1	4	1	1	2	1	2	1	2	2	2	1	4	1
40	1	2	4	2	1	1	1	1	2	2	2	2	1	4	1
42	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
43	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
44	1	2	4	1	1	2	2	1	1	2	2	2	1	4	2

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QCELL	QL	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3	Q2_TEXT	Q2_DK
24	2	1	VOGUE,Mason Rothschild		2	3		There is no reason why, I see it written inside the introduction.	
25	1	1	Mason Rothschild		2			The webpage has the creator written on it.	
27	1	1	I think these well-known brands can be displayed on the web		9			Because I think these products are very environmentally friendly	
28	2	1	I think YOUR will provide these items		9			Because they both make bags. Theyre all connected	
29	1	1	MetaBirkins		2			It looks very textured and advanced.	
30	1	1	Mason Rothschild		2			I saw that he is the creator.	
31	1	1	NOT should provide the items displayed on the web page		9			I think bag shops have a wide range of bags	
32	2	1	MetaHandbags		5			This is a luxury looking item	
34	2	1	LooksRare		4			More purchasing channels and cost effective	
35	1	1	META BIRKIN		2			I think the message on the chart is very clear.	
36	2	1	chanel		3			This luxury can bring lasting benefits	
37	1	1	Meta birkins		2			The very detailed presentation attracted my interest.	
38	2	1	Mason Rothschild		2			I saw the introduction inside the message content.	
39	2	1	Mason Rothschild		2			Very in-depth presentation of the products.	
40	1	1	Hermes		1			In line with the style and image characteristics of its product design	
42	1	1	I think it came from mason Rothschild, the founder		2			Its because I saw some products that I thought were really good	
43	1	1	Mason Rothschild		2			This is very worthy of affirmation	
44	1	1	hermes		1			Because I saw this kind of information on Google	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2	Q5_TEXT	Q5_DK
24	3		1		98	10			
25	3		1	I dont think so.		10		I think he has collaborations with other brands.	
27	9		1	Some similar products are offered		9		I think what products gave me these ideas	
28	1		1	They also provided purses and stuff		9			98
29	2		1		98	10			
30	3		1	I dont think this person makes other products.		9			98
31	9		1	I think bag shops have a wide range of bags		9		I saw the advertisement about handbags before	
32	2		2						
34	9		2						
35	3		1	MASON ROTHSCHILD		2		The diagram introduces the concept of the creation of these products.	
36	9		1	metabandbag		5		I think its their companys design	
37	9		1	MASON ROTHSCHILD		2		The basic information about the products shows the concept.	
38	3		1		98	10			
39	9		1	FORBES		3		The information about the products has been very clearly described.	
40	2		2						
42	9		1	There are also some other packaging of products this is my personal idea		9		There are also some other packaging of products this is my personal idea	
43	9		1	hermes		1		It looks like something similar	
44	1		1	vogue		3		Because I read about this information in magazines	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q5_ Code1	Q5_ Code2	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q8_TEXT	Q8_DK	Q8_ Code1
24			1		98	10			
25	9		1	I think its illegal not to.		9		98	10
27	9		1		98	10			
28	10		1	MetaBirkins		2	Its also about bags		9
29			1		98	10			
30	10		1	I dont know, it should be his own creation, there is no licensing.		10		98	10
31	1		1	MOTHERS		9		98	10
32			1	coach		3	I saw a lot of things like that		1
34			2						
35	3		1	Hermes		1	It seems to be a luxury bag.		9
36	2	1	1	gucci		3	I think they have the same philosophy		9
37	3		1	Gucci		3	Its design style is perfect for Gucci.		2
38			1	NIKE		3	I saw it on the news.		1
39	3		1	Barbie Brown		3	The design is very much like the design concept of Barbie Brown.		2
40			1	Hermes		1	Is a different brand image characteristics are more clear		2
42	2		1	I think there are other well-known brands that know this		9		98	10
43	2		1		98	10			
44	1		1		98	10			

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q8_ Code2	Q9	Q10	Q11
24		68046		1
25		10472		1
27		36695		1
28		77077		1
29		33410		1
30		12210		1
31		93458		1
32		92114		1
34		30349		1
35		97301		1
36		2266		1
37	1	48080		1
38		29330		1
39		80229		1
40		2835		1
42		28209		1
43		48170		1
44		11213		1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random_Order	Reverse_Order	QA	QB	QC	QRegion	QDA	QDB	QDC
45	7/8/2022 23:46	7/9/2022 0:03	75.90.84.17	1	2	1	3	77498	3	1	1	1
46	7/8/2022 23:54	7/9/2022 0:03	76.252.227.46	1	1	2	2	92173	4	1	2	1
47	7/8/2022 23:54	7/9/2022 0:16	71.28.173.121	1	1	1	3	40509	3	1	2	1
48	7/8/2022 23:54	7/9/2022 0:08	75.140.0.237	1	1	2	3	92345	4	1	1	1
49	7/8/2022 23:55	7/9/2022 0:05	107.115.171.49	2	1	2	3	75244	3	1	2	1
50	7/8/2022 23:55	7/9/2022 0:05	71.74.66.114	2	1	1	3	43551	1	1	1	1
51	7/8/2022 23:55	7/9/2022 0:03	76.89.48.87	1	1	2	3	85349	4	1	1	1
52	7/8/2022 23:58	7/9/2022 0:15	68.231.149.206	1	1	1	3	85142	4	1	2	2
53	7/9/2022 0:00	7/9/2022 0:09	172.5.208.109	2	2	1	3	48237	1	1	1	1
54	7/9/2022 0:00	7/9/2022 0:08	98.117.63.148	2	1	2	2	21797	3	1	1	1
55	7/9/2022 0:00	7/9/2022 0:11	173.66.187.115	1	2	2	2	20815	3	1	1	1
56	7/9/2022 0:03	7/9/2022 0:23	98.213.191.105	2	1	2	3	61008	1	1	3	1
57	7/9/2022 0:06	7/9/2022 0:18	68.131.13.35	2	2	1	2	23608	3	1	3	1
58	7/9/2022 0:09	7/9/2022 0:28	68.40.155.16	1	1	2	3	48124	1	1	1	1
59	7/9/2022 0:11	7/9/2022 0:17	73.48.129.247	1	1	1	3	95355	4	1	1	1
60	7/9/2022 0:12	7/9/2022 0:23	73.68.220.160	1	1	1	2	1843	2	1	2	1
61	7/9/2022 0:15	7/9/2022 0:28	99.170.45.190	1	1	1	3	30238	3	1	1	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QDD	QDE	QE	QFA	QFB	QFC	QFD	QFE	QFF	QGA	QGB	QGC	QH	QI	QJ
45	1	1	4	1	1	2	3	1	1	2	2	2	1	4	1
46	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
47	1	2	4	1	1	1	2	1	2	2	2	2	1	4	1
48	1	1	4	1	1	1	1	1	2	2	2	2	1	4	1
49	1	1	4	1	1	2	1	1	2	2	2	2	1	4	1
50	1	1	4	1	2	1	1	1	1	2	2	2	1	4	1
51	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2
52	1	2	4	1	1	2	2	2	1	2	2	2	1	4	1
53	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
54	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2
55	1	1	4	1	1	2	1	2	1	2	2	2	1	4	1
56	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
57	1	1	4	1	1	1	1	1	3	2	2	2	1	4	1
58	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
59	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2
60	1	2	4	1	1	1	1	1	1	2	2	2	1	4	1
61	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QCELL	QL	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3	Q2_TEXT	Q2_DK
45	1	1	Mason Rothschild,LooksRare,Forbes Vogue		2	4	3	I saw the profile of this bag very clearly.	
46	2	1	Mason Rothschild,LooksRare		2	4		No need to think, I saw this.	
47	1	1	masonrothschild		2			Because I am a fan of masonrothschild, I always pay attention to his information	
48	1	1	MetaBirkins		2			Brand values and logo and good word-of-mouth attitude	
49	1	1	MetaBirkins		2			Seeing the kinds and colors I like makes me want to try to buy more	
50	2	1	MetaHandbags		5			It fits my aesthetic and is my type.	
51	2	1	Mason Rothschild		2			This is a very impressive sample	
52	2	1	masonrothschild		2			Because I looked up the information about the founder	
53	1	1	Louis Vuitton		3			Because I think they are a high end brand, they will probably make a page like this.	
54	2	1	Mason Rothschild		2			Its style is very fashionable	
55	2	1	Hermes		1			Because Hermes has a dispute with it.	
56	1	1	Mason Rothschild ,LooksRare,Forbes,Vogue		2	4	3	I saw the page.	
57	2	1	dior		3			I think thats their product concept	
58	2	1	I think its the brand maker who started these projects		9			It was the feeling of the brand as a whole that led me to those thoughts	
59	1	1	Mason Rothschild		2			This is the latest fashion	
60	2	1	Mason Rothschild ,LooksRare,Forbes		2	4	3	Because its on the webpage information.	
61	1	1	I think it was the founders entire team that provided it		9			Its because of these products that I have these ideas	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2	Q5_TEXT	Q5_DK
45	2		1	NFT Digital Currency		9			98
46	9		1	NFT		9		Saw the news about it.	
47	1		1	metabirkins		2		I saw these in the magazine in the following pages and I thought so	
48	1		2						
49	2		1		98	10			
50	2		2						
51	9		1	coach		3		I like its style very much and have seen it advertised in the media.	
52	1		1		98	10			
53	9		1	This page must be made by a big brand of luxury goods.		3		Because I think only big brands can have such vision and potential.	
54	9		1	hermes		1		Its style is very fashionable	
55	1		1	vogue		3		It is very clear to see that its positioning is is still fashionable luxury jewelry, and the magazine is a fashion brand.	
56	9		1	NFT		9		I searched Google for information about him.	
57	9		1	Environmentally designed clothes and shoes		9		Its about where the company is going	
58	9		1	I personally think there are other lines of different products on offer		9		Because of the whole feel of the brand	
59	9		1	LV		3		Its trendy. Its tasteful	
60	3		1	NFT Currency		9		I saw the news about him.	
61	2		1	I think there are more environmentally friendly products		9		Because I think its very innovative	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q5_ Code1	Q5_ Code2	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q8_TEXT	Q8_DK	Q8_ Code1
45	10		1	Gucci		3		98	10
46	1		1	Hermes		1	Seemed to have seen the report.		1
47	1		1		98	10			
48			1	MetaBrikins		2	Professional design and cost effectiveness		2
49			1	Vogue		3	Brand quality and more affordable prices		9
50			2						
51	2	1	1		98	10			
52			1	vogue		3	I always read this magazine		1
53	9		1	Louis Vuitton		3		98	10
54	2		1	coach		3	Ive seen it in the media.		1
55	9		1	Mason Rothschild		2	What he created is basically a high-end fashion bag.		9
56	1		1	Chanel		3		98	10
57	9		1	coach		3	I think thats one of the things they all want to do		9
58	9		3						
59	9		1		98	10			
60	1		1	Diro		3		98	10
61	9		3						

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q8_ Code2	Q9	Q10	Q11
45		77498		1
46		92173		1
47		40509		1
48		92345		1
49		75244		1
50		43551		1
51		85349		1
52		85142		1
53		48237		1
54		21797		1
55		20815		1
56		61008		1
57		23608		1
58		48124		1
59		95355		1
60		1843		1
61		30238		1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random_Order	Reverse_Order	QA	QB	QC	QRegion	QDA	QDB	QDC
62	7/10/2022 12:23	7/10/2022 12:27	174.215.144.82	2	2	1	2	35211	3	1	2	1
63	7/10/2022 13:55	7/10/2022 14:03	172.58.223.243	2	1	1	2	6901	2	1	1	1
64	7/10/2022 18:47	7/10/2022 18:57	162.196.144.241	1	1	2	2	93309	4	1	1	1
65	7/10/2022 19:48	7/10/2022 19:56	24.107.21.132	2	1	2	2	63146	1	1	1	1
66	7/10/2022 22:03	7/10/2022 22:09	98.212.200.121	2	1	2	2	60107	1	1	2	1
67	7/10/2022 23:06	7/10/2022 23:19	174.61.103.185	2	1	1	3	33313	3	1	1	1
68	7/10/2022 23:24	7/10/2022 23:30	75.64.178.32	2	2	1	3	38114	3	1	2	1
69	7/11/2022 0:22	7/11/2022 0:34	97.124.62.183	1	2	2	2	85257	4	1	1	1
70	7/11/2022 0:23	7/11/2022 0:32	24.165.155.217	1	2	1	3	16503	2	1	2	1
71	7/11/2022 0:33	7/11/2022 0:45	98.194.52.178	2	2	2	3	77494	3	1	2	2
72	7/11/2022 0:33	7/11/2022 0:46	71.83.156.179	2	1	2	2	90650	4	1	1	1
73	7/11/2022 0:33	7/11/2022 0:42	76.18.197.157	1	2	1	3	32259	3	1	1	1
74	7/11/2022 0:33	7/11/2022 0:48	108.84.238.173	2	2	2	2	95355	4	1	1	1
75	7/11/2022 0:34	7/11/2022 0:46	69.109.245.41	2	1	2	3	32825	3	1	1	2
76	7/11/2022 0:35	7/11/2022 0:42	173.66.91.233	2	1	1	2	22003	3	1	2	1
77	7/11/2022 0:35	7/11/2022 0:41	73.135.182.154	2	1	1	3	20772	3	1	2	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QDD	QDE	QE	QFA	QFB	QFC	QFD	QFE	QFF	QGA	QGB	QGC	QH	QI	QJ
62	1	1	4	1	1	1	1	1	1	2	2	2	1	4	4
63	1	1	4	1	1	1	1	1	1	2	2	2	1	4	4
64	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
65	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
66	1	1	4	1	1	1	2	1	1	2	2	2	1	4	1
67	1	3	4	1	1	2	1	1	1	2	2	2	1	4	1
68	1	1	4	1	1	1	2	1	1	2	2	2	1	4	1
69	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
70	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
71	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
72	1	2	4	1	2	1	1	1	1	2	2	2	1	4	1
73	1	1	4	1	2	1	1	1	1	2	2	2	1	4	1
74	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2
75	1	2	4	1	2	1	1	1	2	2	2	2	1	4	1
76	1	1	4	1	1	1	2	1	2	2	2	2	1	4	1
77	1	1	4	1	2	1	1	1	2	2	2	2	1	4	2

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QCELL	QL	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3	Q2_TEXT	Q2_DK
62	1	1	Burkins		1			The company name is listed on the page	
63	1	1	Mason Rothschild. Birkin. Hermes.		2	1		The article mentioned mason Rothschild. Hermes as the parent company of birkin is common knowledge.	
64	2	1		98	10				
65	2	1	google		4				98
66	1	1	MetaBirkins		2			Have products that fit their brand design philosophy	
67	2	1		98	10				
68	1	1		98	10				
69	2	1		98	10				
70	1	1	GUCCI		3			Because I think they are the most forward thinking and their products are very new.	
71	2	1	Meta		4			This package is rather special and modern.	
72	2	1	Hermes		1			My feeling is that the cut is very similar	
73	2	1	MetaHandbags		5			The materials are very distinctive and there are many types to choose from.	
74	1	1	Louis Vuitton		3			Because their packages are very similar to web pages. So I think they made it.	
75	1	1	Hermes		1			Very much in line with the design concept of Hermes	
76	1	1	Hermes		1			Let me have a very strong attraction to the image of the picture is more uniform	
77	1	1	MetaBirkins		2			It is a product that I like and can meet my needs	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2	Q5_TEXT	Q5_DK
62	3		2						
63	1		1	I am unsure if you are implying birkin and Hermes or if you are speaking on the mason Rothschild in particular.		1	2		98
64			1		98	10			
65	10		2						
66	2		2						
67			1		98	10			
68			2						
69			3						
70	9		1		98	10			
71	2		2						
72	2		1	Hermes		1		The style is relatively the same	
73	2		1	NOT		9		Want a high quality, textured product.	
74	2		1	They definitely made more about the front end of the fashion brand, their ideas are very trendy		9		I think trendsetters must be ahead of their time. Ive seen ads designed like this before.	
75	1		1	Hermes		1			98
76	2		1	Hermes		1		Is the characteristics of this brand and represent more different impressions to us	
77	1		1	Rot		9		The unique appearance and packaging look makes me want to know more	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q5_ Code1	Q5_ Code2	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q8_TEXT	Q8_DK	Q8_ Code1
62			3						
63	10		2						
64			2						
65			1		98	10			
66			1		98	10			
67			2						
68			1		98	10			
69			1	Metakoavn		9	Seen it elsewhere		1
70			1	I think the more high-end luxury brands will sponsor it, because its very forward thinking.		4		98	10
71			1	Hermes		1	In the previous time this was able to remind me of him.		1
72	2		1	Hermes		1		98	10
73	2		1		98	10			
74	9		1	I think fashion and luxury goods are made and sponsored.		9	Luxury brands are particularly forward-looking and discerning. Thats how I got the idea.		1
75	10		2						
76	9		2						
77	2		1	Roths		9	The design is very good and the feeling of carrying it up is very good		2

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q8_ Code2	Q9	Q10	Q11
62		35211		1
63		6901		1
64		93309		1
65		63146		1
66		60107		1
67		33313		1
68		38114		1
69		85257		1
70		16503		1
71		77494		1
72		90650		1
73		32259		1
74		95355		1
75		32825		1
76		22003		1
77		20772		1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random_Order	Reverse_Order	QA	QB	QC	QRegion	QDA	QDB	QDC
78	7/11/2022 0:35	7/11/2022 0:49	99.189.39.71	1	2	2	2	48341	1	1	2	2
79	7/11/2022 0:40	7/11/2022 0:51	72.109.143.91	2	1	2	3	29640	3	1	1	1
80	7/11/2022 0:40	7/11/2022 0:59	73.32.235.169	2	1	2	3	77072	3	1	2	1
81	7/11/2022 0:40	7/11/2022 1:00	75.24.119.20	1	1	2	3	46060	1	1	1	1
82	7/11/2022 0:41	7/11/2022 0:47	173.62.30.214	2	1	1	2	12518	2	1	1	1
83	7/11/2022 0:41	7/11/2022 0:48	97.89.107.193	2	1	1	3	28092	3	1	2	1
84	7/11/2022 0:41	7/11/2022 1:02	76.190.180.86	2	2	1	2	44077	1	1	1	1
85	7/11/2022 0:42	7/11/2022 0:49	98.49.133.59	2	1	1	3	17972	2	1	1	1
86	7/11/2022 0:42	7/11/2022 0:47	76.213.142.56	2	1	1	3	30040	3	1	1	1
87	7/11/2022 0:42	7/11/2022 1:04	108.67.196.65	2	2	2	2	38401	3	1	1	1
88	7/11/2022 0:43	7/11/2022 0:52	68.51.198.49	2	1	1	2	49548	1	1	2	1
89	7/11/2022 0:44	7/11/2022 1:00	71.94.113.129	2	2	2	3	61073	1	1	1	1
90	7/11/2022 0:44	7/11/2022 0:55	47.13.6.117	1	2	2	3	37110	3	1	1	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QDD	QDE	QE	QFA	QFB	QFC	QFD	QFE	QFF	QGA	QGB	QGC	QH	QI	QJ
78	1	1	4	1	1	2	2	1	1	2	2	2	1	4	2
79	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
80	1	2	4	1	1	1	2	1	1	2	2	2	1	4	1
81	1	1	4	1	1	2	2	1	1	2	2	2	1	4	1
82	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
83	1	1	4	2	1	1	1	1	1	2	2	2	1	4	2
84	1	2	4	1	1	1	1	2	1	2	2	2	1	4	4
85	1	1	4	1	1	1	1	1	3	2	2	2	1	4	1
86	1	1	4	1	2	1	1	1	1	2	2	2	1	4	1
87	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
88	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
89	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
90	1	1	4	1	2	1	2	1	1	2	2	2	1	4	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QCELL	QL	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3	Q2_TEXT	Q2_DK
78	2	1	vogue		3			Because I always read this magazine I read in this magazine	
79	2	1		98	10				
80	1	1	Hermes		1			Product appearance looks very similar	
81	2	1	Zora		3			It is a mainstream trading platform,	
82	2	1	metahandbags		5			That looks pretty good	
83	1	1	MetaBirkins		2			Bright colors can see the packaging I like	
84	1	1	Mason Rothschile		2			The page I saw had these names written in it.	
85	1	1	gucci		3			I think its a good environmental brand	
86	2	1	MetaHandbags		5			Offers quality products that can be selected at will.	
87	1	1	I personally think it was the founders production team that did the packaging		9			Because I read about the author in the profile	
88	1	1	Hermes		1			The pictures Ive seen look a lot like their style.	
89	1	1	I think the companys founding team made the project		9			Because its one of the more popular virtual platforms these days	
90	2	1	MetaHandbags		5			There are a lot of products that I like that fit my aesthetic very well.	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2	Q5_TEXT	Q5_DK
78	3		1	forbes		3		Because I read about this one on Google	
79			1		98	10			
80	2		1	Xiao Wang		3		Looks high-end atmosphere is very quality	
81	9		2						
82	9		1	coach		3		This series is very advanced	
83	2		1	NFTS		9		It is my most concerned about the people made to make me more interested	
84	3		1	NFT		9		The news has this information.	
85	9		1	All kinds of clothes and accessories		9		Ive read about this on the Internet	
86	9		2						
87	3		1	The founders also created virtual art exhibitions		9			98
88	2	1	3						
89	9		1	It also offers some products about virtual avatars		9		Because THATs what I care about	
90	2		2						

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q5_ Code1	Q5_ Code2	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q8_TEXT	Q8_DK	Q8_ Code1
78	1		1		98	10			
79			1	I think only people with advanced vision can make or provide things.		9	Ordinary people have no vision for making products, only people with advanced ideas can design such products.		9
80	2		1	Dior		3	Let me feel the atmosphere of fashion		9
81			1	OpenSea		4	I think it will definitely be owned by this company		9
82	9		1		98	10			
83	9		1		98	10			
84	1		1	Gucci,Armani		3		98	10
85	1		1	chanel		3	Share the same corporate philosophy and environmental philosophy		9
86			2						
87	10		1		98	10			
88			1	Hermes		1	The style and the color shape of the bag, etc. match my imagination		2
89	1		1		98	10			
90			2						

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q8_ Code2	Q9	Q10	Q11
78		48341		1
79		29640		1
80		77072		1
81		46060		1
82		12518		1
83		28092		1
84		44077		1
85		17972		1
86		30040		1
87		38401		1
88		49548		1
89		61073		1
90		37110		1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
91	7/11/2022 0:44	7/11/2022 1:01	23.121.196.222	1	2	2	3	32927	3	1	1	1
92	7/11/2022 0:45	7/11/2022 1:00	208.107.195.150	1	2	1	2	56560	1	1	1	1
93	7/11/2022 0:45	7/11/2022 0:52	104.231.207.13	1	2	1	3	53225	1	1	1	1
94	7/11/2022 0:45	7/11/2022 0:53	73.96.181.123	2	2	1	2	97267	4	1	1	1
95	7/11/2022 0:47	7/11/2022 1:00	162.247.53.86	1	1	2	2	37042	3	1	1	2
96	7/11/2022 0:48	7/11/2022 1:06	75.162.187.248	1	1	1	3	50311	1	1	1	1
97	7/11/2022 0:48	7/11/2022 0:53	73.169.133.159	1	1	2	3	98077	4	1	1	2
98	7/11/2022 0:48	7/11/2022 0:55	73.53.139.191	1	1	2	3	32277	3	1	1	1
99	7/11/2022 0:48	7/11/2022 0:54	168.149.196.65	1	2	1	3	67039	1	1	1	1
100	7/11/2022 0:48	7/11/2022 1:02	72.111.72.153	2	2	1	3	92503	4	1	1	1
101	7/11/2022 0:49	7/11/2022 1:09	73.186.162.184	2	2	1	3	6340	2	1	1	1
102	7/11/2022 0:49	7/11/2022 0:56	76.220.78.200	2	2	1	3	94565	4	1	1	1
103	7/11/2022 0:49	7/11/2022 1:02	50.36.126.65	1	1	2	3	49091	1	1	1	1
104	7/11/2022 0:50	7/11/2022 1:06	98.23.242.2	2	1	1	3	30453	3	1	1	1
106	7/11/2022 0:51	7/11/2022 0:57	73.123.150.112	2	2	1	2	6512	2	1	1	1
107	7/11/2022 0:51	7/11/2022 1:02	73.118.41.78	1	2	1	2	36605	3	1	1	1
108	7/11/2022 0:51	7/11/2022 1:03	174.203.3.228	2	2	2	3	77014	3	1	1	1
109	7/11/2022 0:51	7/11/2022 1:02	68.98.31.132	1	1	1	3	85041	4	1	2	2
110	7/11/2022 0:51	7/11/2022 1:07	67.141.252.196	2	2	1	2	28079	3	1	1	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QDD	QDE	QE	QFA	QFB	QFC	QFD	QFE	QFF	QGA	QGB	QGC	QH	QI	QJ
91	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
92	1	1	4	1	1	1	2	2	1	2	2	2	1	4	1
93	1	2	4	1	1	1	1	1	2	2	2	2	1	4	1
94	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
95	1	2	4	1	1	1	1	1	1	2	2	2	1	4	1
96	1	1	4	1	1	2	1	2	1	2	2	2	1	4	1
97	1	1	4	1	1	1	2	2	1	2	2	2	1	4	1
98	1	1	4	1	1	1	2	1	2	2	2	2	1	4	1
99	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
100	1	2	4	1	1	1	1	1	1	2	2	2	1	4	4
101	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
102	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
103	1	2	4	1	1	1	1	3	1	2	2	2	1	4	1
104	1	1	4	1	1	2	1	1	1	2	2	2	1	4	1
106	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
107	1	1	4	1	1	1	2	1	1	2	2	2	1	4	1
108	1	2	4	1	1	2	1	2	1	2	2	2	1	4	1
109	1	1	4	1	1	1	3	2	1	2	2	2	1	4	1
110	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QCELL	QL	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3	Q2_TEXT	Q2_DK
91	2	1		98	10				
92	1	1	OpenSea		4			I think it will be sold on this platform	
93	1	1	Hermes		1			I read about Hermes in the webpage.	
94	2	1	MetaHandbags		5			This is a very fashionable design	
95	2	1	Foundation		9			Because the design fits its image well	
96	1	1	NETS		9			It is very distinctive in its style.	
97	1	1	Hermes and dema		1	9		Not only in line with the brands design concept but also the design style is very similar	
98	2	1	Hermes		1			Advanced design with a sense of quality and high cost performance	
99	1	1		98	10				
100	2	1	Mason Rothschile, Forbes		2	3		It is easy to see these names.	
101	1	1	I think it was created by NFT virtual currency		9				98
102	1	1		98	10				
103	2	1	zora		3			I think this kind of virtual company will sell these products	
104	2	1	FORBES		3			It is very special and is very easily recognizable.	
106	1	1	MetaBirkins		2			Personally, I like this superior style very much	
107	2	1	Mason Rothschile, Forbes, Vogue		2	3		They are displayed right there on the page.	
108	2	1	SuperRare		4			I know this company. They will have artwork designs.	
109	1	1	Forbes, Vogue,Mason Rothschile		2	3		I can spot their names.	
110	2	1	I think rothschild made it		2			Because it was the founder of the brand	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2	Q5_TEXT	Q5_DK
91			1	Only a company or individual with a professional design team can design such a product.		9		Because their ideas are so appealing, its not something that a single person can easily make.	
92	9		1	OpenSea		4		Because it has artwork in its design category	
93	3		1		98	10			
94	2		1	hermes		1		I saw a similar design in a magazine	
95	2		1	OpenSea		4		Its a big platform, for sure	
96	2		1	MASON BOTHSCHILD		2		A distinctive style orientation.	
97	2		2						
98	2		2						
99			2						
100	3		1	Digital Currency		9		I searched Google.	
101	10		1		98	10			
102			1		98	10			
103	9		1	There are also games and design		9		Ive read about this on the Internet, and I think so	
104	9		1	VOGUE		3		Unique color combination and atmosphere.	
106	9		1	chanel		3		This design is very rare	
107	9		1	Virtual Currency		9		I searched the internet for information.	
108	1		2						
109	3		1	NFT Token		9			98
110	9		2						

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q5_ Code1	Q5_ Code2	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q8_TEXT	Q8_DK	Q8_ Code1
91	9		1	I think people with dreams sponsor investments.		9	This is an emerging industry in the future, and it will be better and better in the future. At the same time, it can also achieve many people with dreams.		9
92	2		3						
93			1		98	10			
94	1	2	1		98	10			
95	9		3						
96	2		1	METAHANDBAGS		5	Meaningful virtual goods.		9
97			2						
98			2						
99			1		98	10			
100	1		1	Dior,Chanel		3		98	10
101			2						
102			1		98	10			
103	1		1	Axie Marketplace		4		98	10
104	2		1	FIORBES		3	Very attractive style positioning.		2
106	2		1		98	10			
107	1		1	Nike		3		98	10
108			2						
109	10		1	Chanel		3		98	10
110			2						

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q8_ Code2	Q9	Q10	Q11
91		32927		1
92		56560		1
93		53225		1
94		97267		1
95		37042		1
96		50311		1
97		98077		1
98		32277		1
99		67039		1
100		92503		1
101		6340		1
102		94565		1
103		49091		1
104		30453		1
106		6512		1
107		36605		1
108		77014		1
109		85041		1
110		28079		1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
111	7/11/2022 0:51	7/11/2022 0:57	73.139.27.118	1	2	2	2	33016	3	1	1	1
112	7/11/2022 0:52	7/11/2022 1:02	24.3.196.79	2	2	1	3	15212	2	1	1	1
113	7/11/2022 0:52	7/11/2022 1:06	75.180.62.51	1	1	1	3	45653	1	1	2	1
114	7/11/2022 0:52	7/11/2022 1:04	71.167.107.28	2	2	1	3	10705	2	1	2	1
115	7/11/2022 0:53	7/11/2022 1:07	70.123.164.241	2	1	1	2	78229	3	1	1	1
116	7/11/2022 0:54	7/11/2022 1:00	63.153.183.118	1	2	1	3	57104	1	1	1	2
117	7/11/2022 0:54	7/11/2022 1:03	73.191.232.220	1	1	1	3	49442	1	1	2	1
118	7/11/2022 0:54	7/11/2022 1:11	76.122.48.37	2	2	2	3	32225	3	1	1	2
119	7/11/2022 0:54	7/11/2022 0:59	73.224.33.248	1	2	1	3	32226	3	1	2	1
120	7/11/2022 0:55	7/11/2022 1:05	47.203.152.125	1	2	1	3	33619	3	1	2	1
121	7/11/2022 0:56	7/11/2022 1:06	98.20.182.196	2	2	2	2	32054	3	1	3	1
122	7/11/2022 0:57	7/11/2022 1:07	173.88.183.136	1	1	1	3	44231	1	1	2	1
123	7/11/2022 0:57	7/11/2022 1:07	173.92.149.3	1	2	1	2	28277	3	1	2	1
124	7/11/2022 0:57	7/11/2022 1:06	174.134.36.100	2	2	1	3	93309	4	1	2	2
125	7/11/2022 0:58	7/11/2022 1:03	108.16.101.185	2	1	1	3	19904	3	1	1	2
128	7/12/2022 12:43	7/12/2022 13:00	68.201.48.12	1	2	1	4	79912	3	1	2	1
129	7/12/2022 21:14	7/12/2022 21:19	172.119.84.111	1	2	1	2	91745	4	1	2	2
130	7/12/2022 21:19	7/12/2022 21:25	73.35.154.169	1	1	1	2	98001	4	1	1	1
132	7/12/2022 23:25	7/12/2022 23:32	73.104.139.159	1	1	1	2	32256	3	1	2	1
133	7/13/2022 4:59	7/13/2022 5:04	97.97.85.160	2	2	1	3	93314	4	1	2	2
135	7/13/2022 7:49	7/13/2022 7:56	72.73.113.190	2	1	1	3	4240	2	1	1	1
136	7/13/2022 8:37	7/13/2022 8:47	216.246.218.29	2	1	1	4	38827	3	1	3	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QDD	QDE	QE	QFA	QFB	QFC	QFD	QFE	QFF	QGA	QGB	QGC	QH	QI	QJ
111	2	2	4	2	1	1	2	1	1	2	2	2	1	4	2
112	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
113	1	2	4	1	2	2	1	2	1	2	2	2	1	4	4
114	1	2	4	1	1	1	2	1	2	2	2	2	1	4	1
115	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
116	1	2	4	1	1	2	1	1	1	2	2	2	1	4	1
117	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
118	1	2	4	1	1	1	1	2	2	2	2	2	1	4	1
119	2	2	4	1	1	1	1	2	2	2	2	2	1	4	4
120	1	1	4	1	1	1	1	1	2	2	2	2	1	4	1
121	1	1	4	1	1	1	1	3	1	2	2	2	1	4	1
122	1	1	4	1	1	1	3	1	1	2	2	2	1	4	1
123	1	2	4	1	1	1	1	1	1	2	2	2	1	4	1
124	1	2	4	1	1	2	1	2	1	2	2	2	1	4	1
125	1	1	4	1	1	1	2	1	2	2	2	2	1	4	1
128	2	2	4	1	1	1	1	1	1	2	2	2	1	4	2
129	1	1	4	1	1	2	1	1	1	2	2	2	1	4	1
130	1	1	4	1	1	1	1	1	2	2	2	2	1	4	1
132	1	2	4	1	1	1	2	1	1	2	2	2	1	4	1
133	1	1	4	1	1	3	1	1	1	2	2	2	1	4	1
135	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2
136	1	3	4	1	2	2	2	1	2	2	2	2	1	4	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QCELL	QL	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3	Q2_TEXT	Q2_DK
111	1	1		98	10				
112	2	1	METEBIRKINS		2			Its stylistic characteristics can be very clearly seen.	
113	2	1	vogue		3			Because I read about it on this page	
114	2	1	Hermes		1			Very stylish and can bring good benefits	
115	1	1	YOUR		9			They have a good online store system	
116	2	1	Hermes		1			I think the idea of design is the same	
117	1	1		98	10				
118	1	1	Mason Roschild		2				98
119	1	1		98	10				
120	1	1	MetaBirkins		2			A very high-class looking brand electric wholesale	
121	2	1	Axie Marketplace		4			Because this is a virtual currency the company will come up with some of these categories	
122	1	1	MetaBirkins		2			The people who supply these items can also offer other brands	
123	1	1		98	10				
124	2	1	looksrares		4			Because I had previously	
125	2	1	Hermes		1			In line with the design concept of the brand and the style is relatively similar	
128	2	1	Dont know not familiar with this brand.		10				98
129	2	1		98	10				
130	1	1		98	10				
132	1	1	amazon.com		4				98
133	1	1	vogue		3				98
135	1	1	MetaBirkins		2			web address, Name on Page	
136	2	1		98	10				

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2	Q5_TEXT	Q5_DK
111			1		98	10			
112	2		1	NETS		9		VOGUE	
113	3		1	looksrare		4			98
114	9		1	Hermes		1		High-grade feeling and cost-effective as well as collectible value	
115	9		1	Theyll provide wallets, cell phone bags		9		Manufacturers make different bags	
116	2		2						
117			1		98	10			
118	10		2						
119			1		98	10			
120	2		1	HERMÈS		1			98
121	9		1	There will also be some souvenirs		9		Ive seen some of these products on social media	
122	9		1	They also provide handbags, backpacks, purses		9		Because manufacturers make different bags	
123			1		98	10			
124	1		1		98	10			
125	2		2						
128	10		2						
129			1		98	10			
130			2						
132	10		1		98	10			
133	10		2						
135	3		2						
136			2						

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q5_ Code1	Q5_ Code2	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q8_TEXT	Q8_DK	Q8_ Code1
111			1		98	10			
112	9		1	FORBES		3	Clearly indicates its stylistic characteristics.		2
113	10		1		98	10			
114	9		2						
115	9		2						
116			2						
117			1		98	10			
118			1		98	10			
119			1		98	10			
120	10		1		98	10			
121	1		2						
122	9		2						
123			1	I think people who are very idealistic and have a vision for the future will invest in sponsorship.		9	People with ideals are more willing because they have more ideas.		9
124			2						
125			2						
128			1		98	10			
129			1		98	10			
130			1		98	10			
132			1		98	10			
133			1	metabirkins		2		98	10
135			3						
136			2						

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q8_ Code2	Q9	Q10	Q11
111		33016		1
112		15212		1
113		45653		1
114		10705		1
115		78229		1
116		57104		1
117		49442		1
118		32225		1
119		32226		1
120		33619		1
121		32054		1
122		44231		1
123		28277		1
124		93309		1
125		19904		1
128		79912		1
129		91745		1
130		98001		1
132		32256		1
133		93314		1
135		4240		1
136		38827		1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
138	7/13/2022 18:18	7/13/2022 18:23	174.242.223.49	1	1	1	2	90065	4	1	1	1
139	7/13/2022 20:35	7/13/2022 20:45	69.249.145.77	1	2	1	2	19148	2	1	1	1
140	7/13/2022 21:20	7/13/2022 21:38	68.193.83.239	1	2	1	2	11212	2	1	1	1
142	7/13/2022 22:35	7/13/2022 22:45	76.178.72.149	1	1	1	3	91606	4	1	2	1
144	7/14/2022 1:44	7/14/2022 1:50	108.2.102.203	2	2	1	3	19121	2	1	2	1
145	7/14/2022 2:00	7/14/2022 2:08	73.221.217.94	1	1	1	2	98146	4	1	2	1
146	7/14/2022 2:09	7/14/2022 2:18	184.152.178.247	1	1	1	3	11426	2	1	1	1
147	7/14/2022 2:14	7/14/2022 2:25	209.58.130.130	1	2	1	3	94597	4	1	1	1
148	7/14/2022 2:17	7/14/2022 2:22	67.87.156.202	2	2	1	3	7202	2	1	2	1
149	7/14/2022 2:46	7/14/2022 2:51	172.90.133.25	2	2	1	3	90221	4	1	2	1
150	7/14/2022 2:47	7/14/2022 2:58	70.105.247.77	1	2	1	2	3458	2	1	2	1
151	7/14/2022 2:51	7/14/2022 3:11	67.84.41.162	1	1	1	3	6460	2	1	1	1
152	7/14/2022 3:07	7/14/2022 3:17	72.253.16.24	1	2	1	2	96706	4	1	1	1
153	7/14/2022 3:09	7/14/2022 3:14	148.75.224.158	2	1	1	3	11776	2	1	2	1
154	7/14/2022 3:24	7/14/2022 3:31	172.58.228.114	1	1	1	3	10032	2	1	2	2
155	7/14/2022 3:32	7/14/2022 3:36	98.97.36.77	1	1	1	3	98160	4	1	1	1
156	7/14/2022 3:52	7/14/2022 3:57	73.178.186.20	2	2	1	3	7066	2	1	1	1
157	7/14/2022 5:25	7/14/2022 6:03	72.160.120.215	1	2	1	2	98675	4	1	1	1
158	7/14/2022 5:27	7/14/2022 6:22	174.25.1.161	2	2	1	2	98675	4	1	1	1
159	7/14/2022 5:36	7/14/2022 5:58	174.21.176.163	2	2	1	2	98160	4	1	1	1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QDD	QDE	QE	QFA	QFB	QFC	QFD	QFE	QFF	QGA	QGB	QGC	QH	QI	QJ
138	1	1	4	1	1	1	2	1	1	2	2	2	1	4	1
139	1	2	4	1	1	1	2	2	1	2	2	2	1	4	1
140	1	1	4	1	1	1	1	2	1	2	2	2	1	4	4
142	1	2	4	1	1	1	1	1	1	2	2	2	1	4	1
144	1	1	4	1	1	1	2	1	2	2	2	2	1	4	1
145	1	1	4	1	2	1	1	1	2	2	2	2	1	4	1
146	1	1	4	1	2	1	1	1	1	2	2	2	1	4	1
147	1	1	4	1	2	1	1	1	1	2	2	2	1	4	1
148	1	1	4	1	1	1	2	1	2	2	2	2	1	4	1
149	1	1	4	1	1	1	1	1	2	2	2	2	1	4	1
150	1	2	4	1	1	3	1	1	1	2	2	2	1	4	1
151	1	2	4	2	1	2	1	1	1	2	2	2	1	4	1
152	1	1	4	1	1	1	1	2	1	2	2	2	1	4	1
153	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
154	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
155	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
156	1	2	4	1	1	1	1	2	1	2	2	2	1	4	1
157	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
158	1	2	4	1	1	1	1	1	1	2	2	2	1	4	1
159	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QCELL	QL	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3	Q2_TEXT	Q2_DK
138	2	1	I am not entirely sure what I am looking for.		10			Its just kind of confusing if I am being honest.	
139	2	1	MetaHandbags		5			Because it is the brand, it is produced by him	
140	1	1	Forbes and vogue are the companies responsible		3			From what I read in the description on the site	
142	1	1	Facebook		4			This brand is a great contributor in terms of technology	
144	2	1	MetaBirkins		2				98
145	2	1	MetaBirkins		2			See the products and packaging I like	
146	1	1	MetaBirkins		2			Very design sense, looks very advanced.	
147	2	1	MateHandbags		5			Very distinctive, each with a very attractive.	
148	1	1	MetaBirkins		2			Looks very similar to that brand style	
149	1	1	MetaBirkins		2			The method looks very similar	
150	2	1	Mason Rothschild		2			Because he is the one who designed this bag	
151	2	1	Hermes		1			Looks very good quality design very upscale	
152	2	1		98	10				
153	1	1	Hermes		1			Seeing these pictures reminds me of its products.	
154	1	1		98	10				
155	2	1		98	10				
156	1	1		98	10				
157	1	1	Artist Mason N Rothschild has released a luxurious NFT, featuring faux fur.		2				98
158	2	1	Artist Mason Rothschild unveiled these faux leather handbags at Art Basel Miami.		2			I quite agree with the consciousness of zero animal fur luxury.	
159	1	1		98	10				

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2	Q5_TEXT	Q5_DK
138	10		2						
139	9		1	vogue		3			98
140	3		1		98	10			
142	9		2						
144	10		1		98	10			
145	9		1	No fur		9		The design is very good looks very attractive	
146	2		2						
147	2		2						
148	2		2						
149	9		2						
150	9		2						
151	2		1	Dior		3		The design is very elegant looks good texture	
152			1		98	10			
153	2	1	3						
154			2						
155			2						
156			1		98	10			
157	10		2						
158	9		1	Art School Dropout T-shirt		3			98
159			2						

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q5_ Code1	Q5_ Code2	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q8_TEXT	Q8_DK	Q8_ Code1
138			2						
139	10		1		98	10			
140			1		98	10			
142			1	Google		4		98	10
144			1		98	10			
145	2		1		98	10			
146			2						
147			2						
148			1	MetaBirkins		2		98	10
149			1	MietaBirkins		2		98	10
150			1	vogue		3	The NFT of this bag is provided by vogue		9
151	2		1	Hermes		1	Both have a modern design is very attractive to me		2
152			1		98	10			
153			3						
154			1		98	10			
155			1		98	10			
156			1		98	10			
157			2						
158	10		2						
159			1		98	10			

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q8_ Code2	Q9	Q10	Q11
138		90065		1
139		19148		1
140		11212		1
142		91606		1
144		19121		1
145		98146		1
146		11426		1
147		94597		1
148		7202		1
149		90221		1
150		3458		1
151		6460		1
152		96706		1
153		11776		1
154		10032		1
155		98160		1
156		7066		1
157		98675		1
158		98675		1
159		98160		1

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	SURVEYSTART	SURVEYEND	IPAddress	Random _Order	Reverse _Order	QA	QB	QC	QRegion	QDA	QDB	QDC
160	7/14/2022 6:02	7/14/2022 6:36	174.31.97.100	2	2	1	2	99223	4	1	1	1
161	7/14/2022 18:33	7/14/2022 18:47	69.129.187.107	2	2	1	2	4961	2	1	1	1
162	7/14/2022 18:49	7/14/2022 18:58	66.189.31.231	1	1	1	2	1543	2	1	2	1
163	7/15/2022 1:51	7/15/2022 1:54	67.1.165.56	2	2	1	2	85710	4	1	1	1
164	7/15/2022 2:07	7/15/2022 2:12	173.72.11.172	1	1	1	2	8550	2	1	2	1
165	7/15/2022 2:08	7/15/2022 2:13	72.128.34.230	2	1	1	2	66111	1	1	1	1
166	7/15/2022 19:54	7/15/2022 20:00	24.91.237.122	2	1	1	2	2301	2	1	2	2
167	7/15/2022 20:28	7/15/2022 20:39	50.34.179.242	2	2	1	2	98223	4	1	1	2
169	7/15/2022 20:40	7/15/2022 20:48	73.209.1.170	1	1	1	2	60076	1	1	1	1
170	7/15/2022 20:45	7/15/2022 20:54	71.93.137.77	1	1	1	2	91730	4	1	2	1
171	7/15/2022 20:46	7/15/2022 20:52	99.95.133.196	1	1	1	2	60608	1	1	1	1
172	7/15/2022 20:54	7/15/2022 20:59	184.59.6.153	1	2	1	2	53211	1	1	1	1
176	7/15/2022 23:05	7/15/2022 23:12	98.155.204.122	1	1	1	2	96825	4	1	2	1
178	7/16/2022 0:59	7/16/2022 1:12	67.42.91.113	1	1	1	2	98338	4	1	1	2
179	7/16/2022 1:29	7/16/2022 1:36	108.218.226.139	2	1	1	2	92119	4	1	2	1
180	7/17/2022 8:43	7/17/2022 8:51	174.193.131.181	2	1	1	2	80005	4	1	1	1
181	7/17/2022 10:16	7/17/2022 10:32	172.58.221.86	1	1	1	3	2129	2	1	1	1
184	7/17/2022 18:38	7/17/2022 18:50	71.231.64.151	1	1	1	2	98247	4	1	2	1
185	7/17/2022 20:09	7/17/2022 20:21	67.170.61.142	2	2	1	2	98106	4	1	2	2

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QDD	QDE	QE	QFA	QFB	QFC	QFD	QFE	QFF	QGA	QGB	QGC	QH	QI	QJ
160	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
161	1	1	4	1	1	2	2	1	1	2	2	2	1	4	4
162	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
163	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
164	1	2	4	1	1	1	2	1	2	2	2	2	1	4	1
165	1	1	4	1	2	1	1	1	1	2	2	2	1	4	1
166	1	2	4	1	1	1	1	2	1	2	2	2	1	4	1
167	1	1	4	1	1	1	2	2	1	2	2	2	1	4	1
169	1	1	4	1	1	1	1	2	1	2	2	2	1	4	1
170	1	1	4	1	1	2	1	3	2	2	2	2	1	4	1
171	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
172	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
176	1	2	4	1	1	1	2	2	1	2	2	2	1	4	1
178	1	1	4	1	1	1	2	2	1	2	2	2	1	4	1
179	1	1	4	1	1	1	1	1	2	2	2	2	1	4	1
180	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2
181	1	1	4	1	1	1	1	1	1	2	2	2	1	4	1
184	3	2	4	1	1	1	1	1	1	2	2	2	1	4	1
185	1	1	4	1	1	1	1	1	1	2	2	2	1	4	2

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	QCELL	QL	Q1_TEXT	Q1_DK	Q1_ Code1	Q1_ Code2	Q1_ Code3	Q2_TEXT	Q2_DK
160	2	1		98	10				
161	2	1	I would say that these bags would appear something on like Shein.com or Prettylittlething.com		3			Because of trendy wild colors feel very young funny whimsical like the sites unsaid that just suits them.	
162	1	1		98	10				
163	2	1		98	10				
164	1	1	MetaBirkins		2			Fine workmanship and high quality with high cost performance	
165	2	1	MetaHandbags		5			Made with high quality materials, very unique.	
166	1	1		98	10				
167	2	1	GoDaddy		4			They are a company that can provide quality web design and is very trustworthy	
169	1	1	OpenSea		4			I think its a virtual app	
170	1	1	BIRKIN		1			They have many styles of bags	
171	1	1	MetaBirkins		2				98
172	2	1	MetaBirkins		2			Its very fashionable	
176	2	1	Mason Rothschild and Forbes		2	3		I see their name on this website page.	
178	2	1	Hermes		1			I think this bag prototype is a product of the Hermes brand.	
179	1	1		98	10				
180	1	1	meta birkins		2			name brand	
181	2	1	Looks Rare (NFT)		4			It states it in the description. It is created by Rothschild but it is sold as an NFT on LooksRare.	
184	1	1	metabirkins		2			The title of the picture was very clear and let me know which one it was.	
185	1	1	OpenSea		4			It is a professional platform for these products will certainly be sold	

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q2_ Code1	Q2_ Code2	Q3	Q4_TEXT	Q4_DK	Q4_ Code1	Q4_ Code2	Q5_TEXT	Q5_DK
160			2						
161	2		2						
162			2						
163			2						
164	2		2						
165	2		2						
166			3						
167	9		2						
169	9		1	Provide some virtual products		9		I saw it on some social media	
170	2		1		98	10			
171	10		2						
172	9		1	gucci		3		I saw something similar	
176	3		1	Wallets, digital currency, magazines.		9		I check these out online.	
178	9		2						
179			2						
180	9		1	dress		9		name brand	
181	3		1	MetaHandbags		5		The description states it. I know it Is NOT affiliated with Hermes	
184	3		1	Card		9		The rapid development of the Internet has made the information above faster.	
185	9		2						

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q5_ Code1	Q5_ Code2	Q6	Q7_TEXT	Q7_DK	Q7_ Code1	Q8_TEXT	Q8_DK	Q8_ Code1
160			2						
161			1	I think the sites name was Darcy.com		9	Because it said that under the pictures of the handbags..		3
162			2						
163			2						
164			2						
165			2						
166			3						
167			1	Google		4	They are a trustworthy partner and their sponsored web pages will be very high end		9
169	1		2						
170			1	MOTHERS		9	Their bags are very delicate		2
171			1	metabirkins		2	An innovative fashion concept		9
172	1		1		98	10			
176	1		1		98	10			
178			1	Mason Rothschild		2		98	10
179			1		98	10			
180	3		3						
181	3		2						
184	9		1		98	10			
185			2						

Data File for All Interviews Conducted Among Handbag Purchasers

ResponseID	Q8_ Code2	Q9	Q10	Q11
160		99223		1
161		4961		1
162		1543		1
163		85710		1
164		8550		1
165		66111		1
166		2301		1
167		98223		1
169		60076		1
170		91730		1
171		60608		1
172		53211		1
176		96825		1
178		98338		1
179		92119		1
180		80005		1
181		2129		1
184		98247		1
185		98106		1

Data Map for All Interviews Conducted Among Handbag Purchasers

Variable Information	
Variable	**Label**
ResponseID	Respondent ID
SURVEYSTART	Survey start date
SURVEYEND	Survey end date
IPAddress	IP Address
Random_Order	Yes-no order
Reverse_Order	Questionnaire order-reverse order
QA	What is your gender? (SELECT ONE RESPONSE)
QB	What is your age? (SELECT ONE RESPONSE)
QC	Please enter the ZIP code of your home address.
QRegion	Region
QDA	Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM) - A handbag
QDB	Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM) - A belt
QDC	Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM) - A pair of shoes
QDD	Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM) - A wallet
QDE	Which, if any, of the following types of items are you likely to purchase in the next 12 months? For each type of item, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF ITEM) - A watch
QE	Which, if any, of the following ranges best reflects the most you would be willing to spend to purchase a handbag? (SELECT ONE RESPONSE)
QFA	Which, if any, of the following types of content do you typically read online? For each type of content, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF CONTENT) - Content about fashion
QFB	Which, if any, of the following types of content do you typically read online? For each type of content, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF CONTENT) - Content about artwork
QFC	Which, if any, of the following types of content do you typically read online? For each type of content, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF CONTENT) - Content about personal finance
QFD	Which, if any, of the following types of content do you typically read online? For each type of content, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF CONTENT) - Content about sports
QFE	Which, if any, of the following types of content do you typically read online? For each type of content, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF CONTENT) - Content about wellness

Data Map for All Interviews Conducted Among Handbag Purchasers

Variable Information	
Variable	**Label**
QFF	Which, if any, of the following types of content do you typically read online? For each type of content, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF CONTENT) - Content about entertainment
QGA	Do you or does any member of your household work for any of the following types of companies? For each type of company, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF COMPANY) - An advertising or public relations agency
QGB	Do you or does any member of your household work for any of the following types of companies? For each type of company, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF COMPANY) - A marketing research agency
QGC	Do you or does any member of your household work for any of the following types of companies? For each type of company, please answer yes, no, or you don't know. (SELECT ONE RESPONSE FOR EACH TYPE OF COMPANY) - A company that manufactures handbags
QH	How many surveys about handbags have you completed in the past month? (SELECT ONE RESPONSE)
QI	For quality control purposes, please select the number seven from the list below. (SELECT ONE RESPONSE)
QJ	Please indicate the type of device you are using to take this survey. (SELECT ONE RESPONSE)
QCELL	Cell Assignment
QL	Did you see the webpage clearly? (SELECT ONE RESPONSE)
Q1_TEXT	What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q1_DK	What company, companies, person, or people do you think makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q1_Code1	Verbatim code
Q1_Code2	Verbatim code
Q1_Code3	Verbatim code
Q2_TEXT	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q2_DK	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q2_Code1	Verbatim code
Q2_Code2	Verbatim code
Q3	Are you aware of any other brands or products made or provided by whoever makes or provides the items shown on the webpage? Please answer yes, no, or you don't know. (SELECT ONE RESPONSE)
Q4_TEXT	What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q4_DK	What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q4_Code1	Verbatim code
Q4_Code2	Verbatim code
Q5_TEXT	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - Text

Data Map for All Interviews Conducted Among Handbag Purchasers

Variable Information	
Variable	**Label**
Q5_DK	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q5_Code1	Verbatim code
Q5_Code2	Verbatim code
Q6	Do you think that whoever makes or provides the items shown on the webpage… (SELECT ONE RESPONSE)
Q7_TEXT	What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q7_DK	What other company, person or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q7_Code1	Verbatim code
Q8_TEXT	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - Text
Q8_DK	What makes you think that? Please be as specific as possible. If you don't know, please select "I don't know." - I don't know
Q8_Code1	Verbatim code
Q8_Code2	Verbatim code
Q9	Please re-enter the ZIP code of your home address.
Q10	To verify, please re-enter the ZIP code of your home address.
Q11	Please read the statement that follows and select either "I agree" or "I disagree." If any portion of the statement is not true, please select "I disagree." STATEMENT I am the person who was invited to participate in this survey. I completed this survey myself, without assistance or advice from any other person or source, and in accordance with the instructions provided in the survey. The answers I have provided are truthful expressions of my situation and opinions.

Data Map for All Interviews Conducted Among Handbag Purchasers

Variable Values		
Value		**Label**
Random_Order	1	yes, no
	2	no, yes
Reverse_Order	1	Questionnaire order
	2	Reverse order
QA	1	Female
	2	Male
	3	Non-binary or other
	4	Prefer not to answer
QB	1	17 years old or younger
	2	18 to 34 years old
	3	35 to 54 years old
	4	55 years old or older
	5	Prefer not to answer
QC		Please enter your response
QRegion	1	Midwest
	2	Northeast
	3	South
	4	West
QDA	1	Yes, I am likely to purchase this type of item in the next 12 months
	2	No, I am not likely to purchase this type of item in the next 12 months
	3	I don’t know
QDB	1	Yes, I am likely to purchase this type of item in the next 12 months
	2	No, I am not likely to purchase this type of item in the next 12 months
	3	I don’t know
QDC	1	Yes, I am likely to purchase this type of item in the next 12 months
	2	No, I am not likely to purchase this type of item in the next 12 months
	3	I don’t know
QDD	1	Yes, I am likely to purchase this type of item in the next 12 months
	2	No, I am not likely to purchase this type of item in the next 12 months
	3	I don’t know
QDE	1	Yes, I am likely to purchase this type of item in the next 12 months
	2	No, I am not likely to purchase this type of item in the next 12 months
	3	I don’t know

Data Map for All Interviews Conducted Among Handbag Purchasers

Variable Values		
Value		**Label**
QE	1	Less than $1,000
	2	$1,000 - $4,999
	3	$5,000 - $9,999
	4	$10,000 or more
	5	I don't know
QFA	1	Yes, I do typically read this type of content online
	2	No, I do not typically read this type of content online
	3	I don't know
QFB	1	Yes, I do typically read this type of content online
	2	No, I do not typically read this type of content online
	3	I don't know
QFC	1	Yes, I do typically read this type of content online
	2	No, I do not typically read this type of content online
	3	I don't know
QFD	1	Yes, I do typically read this type of content online
	2	No, I do not typically read this type of content online
	3	I don't know
QFE	1	Yes, I do typically read this type of content online
	2	No, I do not typically read this type of content online
	3	I don't know
QFF	1	Yes, I do typically read this type of content online
	2	No, I do not typically read this type of content online
	3	I don't know
QGA	1	Yes, someone in my household works for this type of company
	2	No, no one in my household works for this type of company
	3	I don't know
QGB	1	Yes, someone in my household works for this type of company
	2	No, no one in my household works for this type of company
	3	I don't know
QGC	1	Yes, someone in my household works for this type of company
	2	No, no one in my household works for this type of company
	3	I don't know

Data Map for All Interviews Conducted Among Handbag Purchasers

Variable Values		
Value		**Label**
QH	1	None
	2	1 to 2
	3	3 or more
	4	I don't know
QI	1	1
	2	3
	3	5
	4	7
	5	9
QJ	1	Desktop computer
	2	Laptop computer
	3	Tablet
	4	Smartphone
	5	Some other type of device not listed above
	6	I don't know
QCELL	1	Cell 1 Test Website MetaBirkins
	2	Cell 2 Control Website MetaHandbags
QL	1	Yes, I did see the webpage clearly
	2	No, I did not see the webpage clearly
	3	I don't know
Q1_TEXT		Please enter your response
Q1_DK	98	I don't know
Q2_TEXT		Please enter your response
Q2_DK	98	I don't know
Q3	1	Yes, I am aware of other brands or products made or provided by whoever makes or provides these items
	2	No, I am not aware of other brands or products made or provided by whoever makes or provides these items
	3	I don't know
Q4_TEXT		Please enter your response
Q4_DK	98	I don't know
Q5_TEXT		Please enter your response
Q5_DK	98	I don't know

Data Map for All Interviews Conducted Among Handbag Purchasers

Variable Values		
Value		**Label**
Q6	1	Is sponsored, authorized, or approved by another company, person or brand
	2	Is not sponsored, authorized, or approved by another company, person or brand
	3	I don't know
Q7_TEXT		Please enter your response
Q7_DK	98	I don't know
Q8_TEXT		Please enter your response
Q8_DK	98	I don't know
Q9		Please enter your response
Q10		Please enter your response
Q11	1	I agree
	2	I disagree